NE 13, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

## "Radio-Active" Vacationers

"Let's get away from it all" they say . . . Everything that is, BUT Radio!

Wherever they go, whatever they're doing, they're listening to Radio.

They want to hear their home town news, their local ball games and they're interested in what's doing in their vacation spot.

And Spot Radio turns Radio-Active Vacationers into customers for advertisers.

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WFAA* | Dallas / Ft. Worth | NBC / ABC |
| KOA | Denver | NBC |
| WIKK | Erie | NBC |
| KPRC* | Houston | NBC |
| WJIM | Lansing | NBC / ABC |
| KARK | Little Rock | NBC |
| KABC | Los Angeles | ABC |
| KSTP | Minneapolis / St. Paul | NBC |
| WABC | New York | ABC |
| WTAR | Norfolk | CBS |
| WIP | Philadelphia | MBS |
| WRNL | Richmond | ABC |
| WOAI* | San Antonio | NBC |
| KFMB | San Diego | CBS |
| KGO | San Francisco | ABC |
| KMA | Shenandoah (Iowa) | ABC |
| KTBS | Shreveport | NBC |
| KVOO | Tulsa | NBC |
| ABC | Pacific Radio Regional Network | |

*Also represented as key stations of the TEXAS QUALITY NETWORK

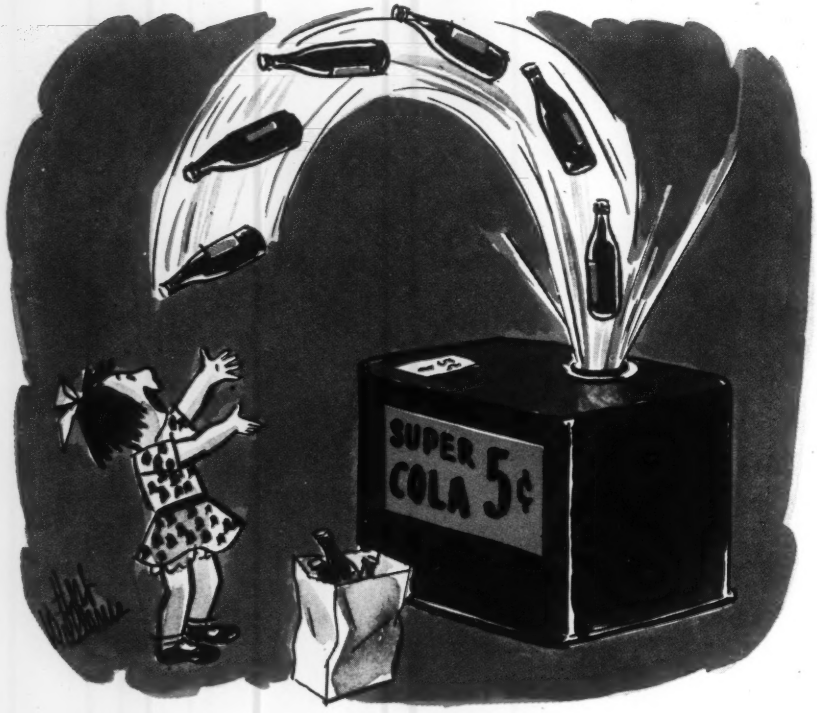
# EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# Beeline RADIO

## DELIVERS MORE FOR THE MONEY



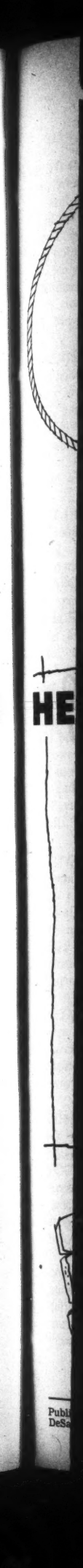
These four *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 645,000 households, and more retail sales than Kentucky. *(1955 Consumer Markets)*

## McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA

Paul H. Raymer Co., National Representative



# Latch on to 37 TIMES MORE AUDIENCE...

**52 STATIONS IN**
UTAH
COLORADO
IDAHO
MONTANA
WYOMING
NEW MEXICO
NEVADA
TEXAS
NEBRASKA

## ...For the Same Expenditure in Salt Lake County

## HERE'S HOW:

According to a recent survey*, a national advertiser who spent $296.80 for 40 inches of advertising in each of the two Salt Lake City daily newspapers, reached **only 1705 homes,** or less than **6 homes per dollar.**

**SALT LAKE CITY NEWSPAPERS**

= **6 HOMES**

*Pulse Newspaper Advertising Rating Survey of Salt Lake City newspapers in Salt Lake County, February 10-11, 1955

Approximately this same expenditure on KALL, Salt Lake City key station of the Intermountain Network, buys 30 1-minute announcements which reach **67,811 homes****, or **222 homes per dollar*****.

**SALT LAKE CITY'S KALL**

= **222 HOMES**

**Pulse Radio Survey, Salt Lake County, February, 1955.
***Obviously KALL can deliver many more homes per dollar within its **total** coverage area.

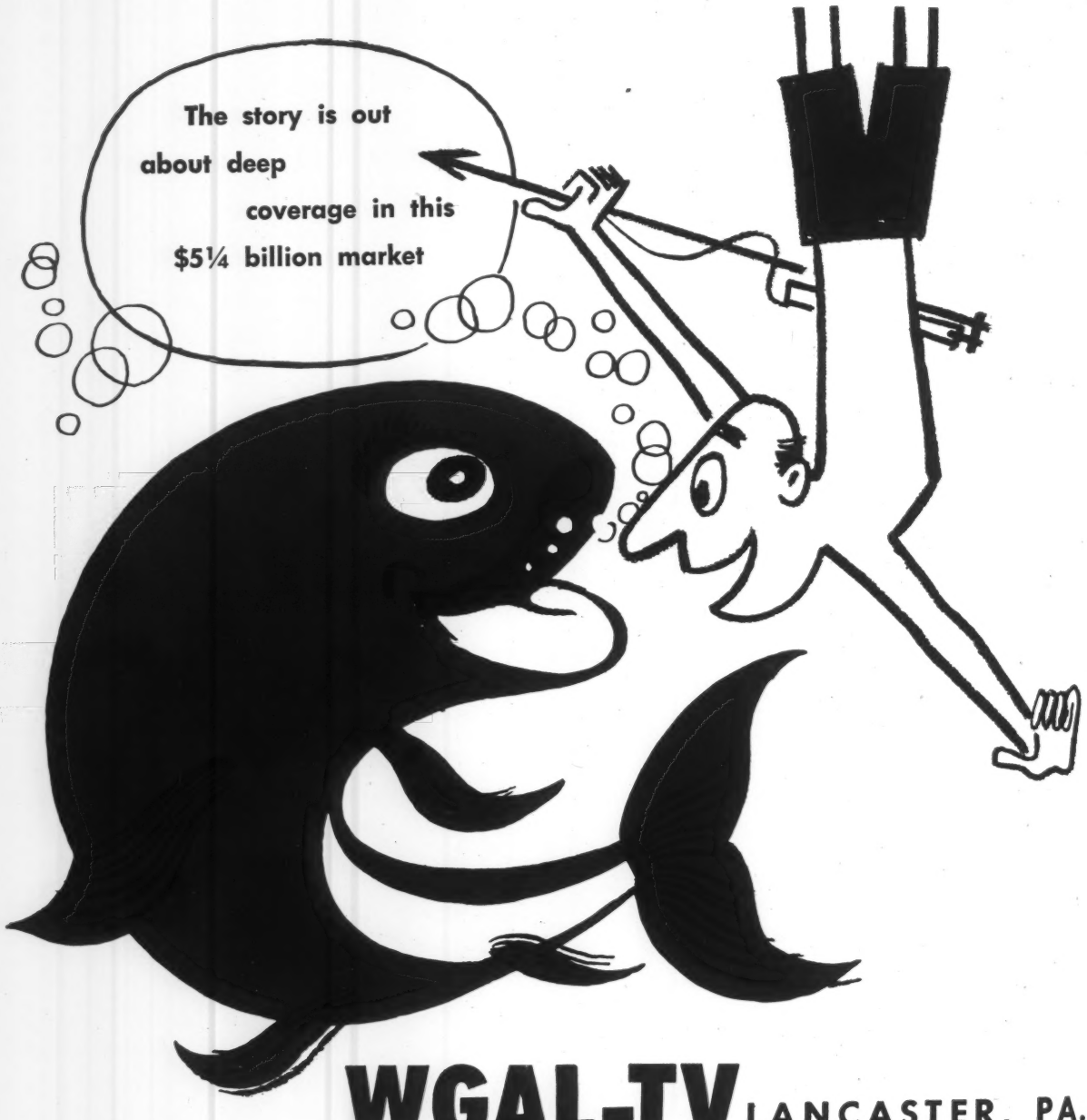
**BUY WHERE YOUR DOLLARS CAN DELIVER 37 TIMES MORE AUDIENCE**
**KALL** Salt Lake City

See your Avery-Knodel man.

KEY STATION OF THE
**Inter Mountain Network**

***Lynn L. Meyer, President***


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.




# WGAL-TV LANCASTER, PA.

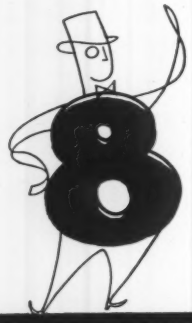
NBC CBS DuMont

**Channel 8 Mighty Market Place**

And, it's *the* advertising story of the year. Here are more than three million people with $5¼ billion to spend. And one station —WGAL-TV—reaches this vast audience for you. No time to waste—start your product success story in this market now.

STEINMAN STATION
Clair McCollough, Pres.

| | |
|---|---|
| Harrisburg | Reading |
| York | Lebanon |
| Hanover | Pottsville |
| Gettysburg | Hazleton |
| Chambersburg | Shamokin |
| Waynesboro | Mount Carmel |
| Frederick | Bloomsburg |
| Westminster | Lewisburg |
| Carlisle | Lewistown |
| Sunbury | Lock Haven |
| Martinsburg | Hagerstown |




**316,000 WATTS**

*Representatives:* **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

# closed circuit.

**V.P. TO CONSULTANT** • Earl H. Gammons, Washington vice president of CBS Inc., will relinquish that position before end of year but will continue with organization in consulting capacity. He will also open public relations office in Washington. He will be 62 in July, has been with CBS since 1929 and head of Washington affairs since 1942. (See OUR RESPECTS, B•T, May 23.)

B•T

*TELEVISION stations and networks took in at least $550 million revenue in 1954. That's unofficial but reliable guess, since FCC hasn't yet released 1954 figures. Word is that 1954 revenues continued to expand as fast as in 1953 when $430.8 million total take represented 33% increase over 1952 levels.*

B•T

**POST-DISNEYLAND** • Delco Division of General Motors, through Campbell-Ewald, New York, understood to have first option for alternate-week sponsorship of ABC-TV's Wednesday night 8:30-9 p.m. period following *Disneyland*, starting in September. Meanwhile, American Cigar & Cigarette Co. (Paul Mall cigarettes) takes over entire half-hour for first eight weeks during summer and, effective Sept. 20, is expected to co-share show with Delco. Although program has not been decided upon, it's understood westerner will be presented during summer months, followed by family-situation type show in fall to attract ready-made *Disneyland* family audience. Sullivan, Stauffer, Colwell & Bayles, New York, is agency for Pall Mall.

B•T

*INITIAL impetus to Senate Commerce Committee majority counsel Sidney Davis' plan to name* ad hoc *committee to make allocation study [B•T, June 6] gets underway at 10:30 a.m. June 21 with meeting of 10 engineer representatives with Commerce Committee Chairman Warren G. Magnuson in latter's office, it's understood. Represented will be four tv networks, FCC, RETMA, UHF Coordinating Committee, Assn. of Communications Consulting Engineers, radio network, radio consulting engineer and firm which makes sets and owns stations.*

B•T

**COMMUNITY TV** • Issue of whether or not to regulate community antenna tv systems was thrown smack back into FCC's lap last week by U. S. Court of Appeals in ruling on Clarksburg newspaper protest (story page 84) almost as soon as Comr. John C. Doerfer, speaking before community antenna convention in New York (story page 69), hoped FCC could shake regulation dilemma from its sticky fingers. Court told FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

*PROBLEM of community antennas continues to haunt FCC, with good prospect that it will land in lap of Congress—upon invitation of FCC. Fundamental question is whether FCC has jurisdiction, and if it doesn't, whether Congress should so legislate. Several members of FCC admit they're stumped and would just as well seek legislative guidance, rather than become embroiled in litigation that could only lead to months or years in courts.*

B•T

**DOUBLE DEAL** • Two station sales, amounting to nearly $600,000, were wrapped up last week through Blackburn-Hamilton Inc., subject to usual FCC approval. WHIM Providence was sold by Robert T. Engles and C. George Taylor to Frank W. Miller Jr., director of Headley-Reed and vice president of WSAR Fall River, Mass., for $469,000. KGHI Little Rock sold to Harold E. King, owner of KBTM Jonesboro, Ark., for $127,500 by A. L. Chilton, L. H. Chilton and S. C. Vinsonhaler. Chiltons own KSKY Dallas. Messrs. Engles and Taylor will continue as co-managers until merger arrangement with WPRO-TV Providence (ch. 12) is completed.

B•T

*ONLY SEMBLANCE of opposition to appointment of Richard A. Mack as member of FCC has come from Miami Mayor Abe Aronovitz. He had been at logger-heads with Florida Railroad & Public Utilities Commission because of its position on relocation of Florida East Coast Railroad terminal from mid-Miami to outskirts. Mayor Aronovitz said publicly he didn't believe Mr. Mack "deserves any promotion" but it's doubted whether he will personally appear at hearing before Senate Interstate Commerce Committee June 16 to consider nomination (story page 82).*

B•T

**LEGION LETTERS** • Letters calling for "investigation" of KCNA Tucson, Ariz., owned 51% by author Erskine Caldwell (*Tobacco Road*), are beginning to hit FCC, prompted by directive in May 15 issue of American Legion's *Firing Line*. Legion said it had complaint KCNA aired some "left-wing propaganda," reported its files showed Mr. Caldwell "has been affiliated with 14 organizations that are cited as subversive and communist" by U. S. Attorney General and House Un-American Activities Committee and asked "Legionnaires and other patriotic Americans" to write FCC "immediately" and "demand" probe.

B•T

*IRONIC twist is that Mr. Caldwell has been stockholder of KCNA since original grant in 1946 and that he received routine consent to his acquisition of control in scant month after application in 1953 at very time FCC was rumored to be building big fire to fry Edward Lamb on similar issue. KCNA won routine renewal in three months in 1953, but Mr. Lamb's WICU (TV) Erie, Pa., went through tumultuous renewal hearing just ended, waits examiner's initial decision.*

B•T

**SET COUNT** • Don't moan too loudly over slim pickings that will come out of U. S. Census Bureau's current tv count (story page 58). While this will show only national tv homes total, broken into four regions, there's hope for county and city set circulation figures later. NARTB's Tv Board will hear another interim report at Hot Springs, Va., June 23 on field-testing of circulation and set-use technique. Testing should be complete later in year. Tv Board will then decide if idea's in shape to turn over to private corporation that will provide circulation data regularly.

B•T

*SPEAKING of tv audience measurements, there's second NARTB project in works —pilot study of plan to appraise audience reaction to programs. This was inspired by NARTB Tv Code Review Board. Some of those behind project believe they have developed workable way of finding out what public thinks of programs. NARTB's tv directors will have look at this one, too.*

B•T

**TIME AND TOLL** • Is Time Inc. in favor of pay-tv? When G. Bennett Larsen, who has minority interest in *Time*-controlled KDYL-AM-FM and KTVT (TV) Salt Lake City, filed with FCC his "dissent" from NARTB stand against subscription television (story page 27), first reaction was that he might be tipping *Time* hand too. But word at *Time*, which also owns KLZ-AM-TV Denver and half of KOB-AM-TV Albuquerque, is that Mr. Larsen's statement is not significant as to *Time's* position. They knew he was going to file and what he was going to say. But Time Inc. has taken no stand.

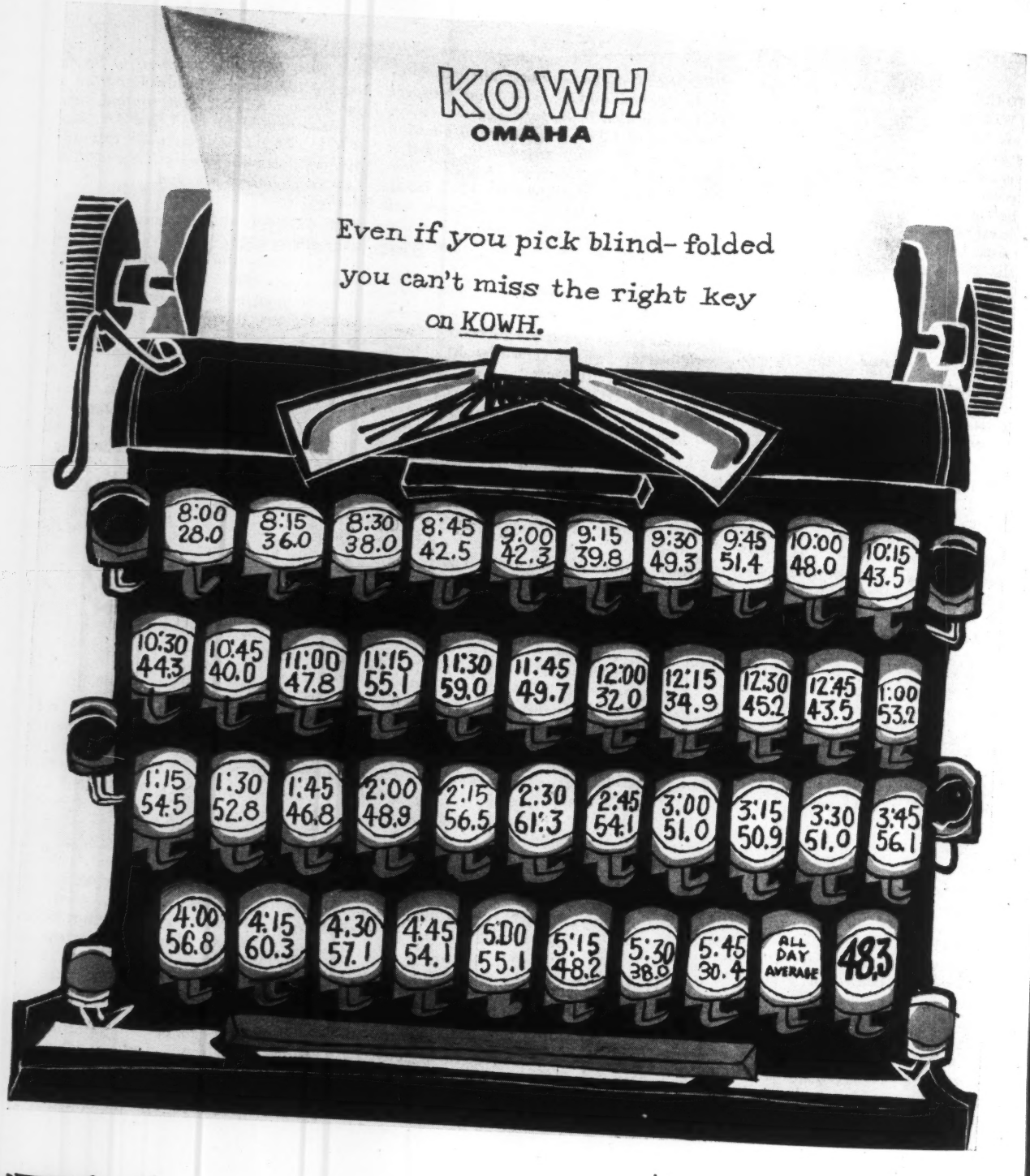
B•T

*IF THERE'S change in administration as result of next year's elections, it's regarded as practically foregone certainty that Robert T. Bartley of Texas will become new FCC chairman. He was appointed to FCC in 1952 and has acquitted himself well during his tenure.*

B•T

**MONEY TALKS** • Thomas F. O'Neil, president of MBS and General Teleradio, is making earnest bid to buy RKO—including studios and all films—from Howard Hughes at reported price of around $25 million, but whether deal will jell was unknown at week's end. Others who have sought to deal with Mr. Hughes have been unsuccessful, but some still believe he eventually will sell movie concern—when he feels price is right.

# KOWH
## OMAHA




MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

Every Omaha daytime quarter hour —save four—belongs to KOWH. In 18 quarters, KOWH has more than half the available audience.* Average a.m. audience: 46.6%; afternoon 49.4%; all-day 48.3%. You can't buy a bad time. Now is the time for KOWH to come to your aid. Call for an H-R man, or KOWH General Manager, Virg Sharpe.

** Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Feb.-May, 1955*

# at deadline

## NBC-TV Plans Spectacular On Big Four Conferences

NBC-TV planning special spectacular next month explaining inner workings of Big Four conferences, network said Friday. Program, slated for July 17, 8-9 p.m. (EDT), preceding by day scheduled opening of four-power meeting at Geneva, will be available for sponsorship.

NBC-TV, it was learned, may invite such personages as former President Harry S. Truman and Sir Winston Churchill to appear on program, which will be titled *Meeting at the Summit*. Program, under NBC President Sylvester L. Weaver Jr.'s plan, would present top world statesmen, either live or on film, exclusive of Big Four participants. Seating arrangements of each nation's participants plus aides and advisors will be explained along with significance of this and past conferences. Reuven Frank has been named program's producer.

## 'Stanton Debate Plan' Bill To Be Introduced in House

BILL implementing recent proposal by CBS President Frank Stanton to allow radio and tv stations and networks to present debates between candidates of two major parties [B•T, May 30] will be introduced this week by Rep. Oren Harris (D-Ark.), chairman of House Transportation & Communications Subcommittee, which would hold hearings on bill.

Rep. Harris said bill, suggested by CBS, would be introduced after analysis by staff of parent House Commerce Committee. He said bill to amend Communications Act was being introduced for "study" purposes. Measure would allow stations and networks to present Democratic or Republican presidential or congressional candidates on news, news interviews, news documentary, panel discussion, debate or "similar type" programs where format, production and participants are determined by network or station—thus giving broadcaster authority to refuse similar broadcasts to candidates of minor parties.

Chairman J. Percy Priest (D-Tenn.) of House Commerce Committee, it was understood, had termed Dr. Stanton's proposal "very good," with "sound objective," and indicated hearings on bill could be held before Congress recesses this summer, so Congress could act before next year's election campaign.

Rep. Harris, however, said he would not go as far as Rep. Priest in commenting on worth of bill; neither, he said, did he expect hearings this year, indicating next year would be more likely time because of increased interest.

## 42 Advertising Contracts Signed by WABD (TV) in Month

IN LAST 23 working days, 42 contracts, including 17 signed by clients new to station, were negotiated by WABD (TV) New York, it was announced Friday by Ted Cott, general manager of DuMont o&o stations.

Upswing in new and renewed business was attributed mainly to station's new nightly series, *Featurama*, of cartoons, short subjects and filmed newsreel. Mr. Cott reported that in less than three weeks on air, program has 20 participations per week.

### LAMBERT PLAN

TELEVISION plans for Lambert Pharmacal Co. (Listerine), Jersey City, still indefinite but firm is understood to be considering quarter-hour show with Les Paul and Mary Ford to be placed regionally. Lambert was scheduled to be part sponsor of Perry Como series on NBC-TV next fall but bowed out because of product conflict. Company still sponsors *Ozzie & Harriet* Fridays on ABC-TV.

## K&E Holds Convention For Key Executive Group

THIRD annual meeting of Kenyon & Eckhardt, New York, at Lake Placid, N. Y., last week was largest and "easily most successful" to date, William B. Lewis, president of agency, said Friday. Mr. Lewis led key personnel, numbering 98 men and 9 women from K&E's seven offices in U. S. and Canada through two and one-half days of intensive sessions covering all phases of agency's business.

Prominent on agenda was panel quiz in which Wick Crider, vice president in charge of radio and television, and his staff answered questions on television.

Social feature was a "This Is Your Life" surprise program honoring Thomas D'Arcy Brophy, board chairman. Production featured special recorded introduction by Ralph Edwards, custom tailored acts on film by Ed Sullivan and other stars; recorded tributes to Mr. Brophy from President Eisenhower, Ex-Gov. Thomas E. Dewey and other civic leaders; and was climaxed by the appearance of Mrs. Brophy and their two daughters and two grandsons.

## Three Named B&B V.P.'s

MARSHALL CLARK, Charles Shugert and Donald Weill, all account supervisors, Benton & Bowles, N. Y., appointed vice presidents. Mr. Clark has been with agency since January 1950; Mr. Shugert since September 1952, and Mr. Weill since October 1949.

### STATION SUED

SUIT asking $50,000 damages from Mid-Continent Broadcasting Co., Omaha, Neb., operating WTIX New Orleans, filed in New Orleans civil district court Friday by Bill Stewart, program director of WNOE.

Suit charged that Mr. Stewart was "falsely and maliciously accused . . . of deliberately falsifying the facts in a radio news broadcast." It was claimed in petition that WTIX had reported participation of "7,500 cars and 25,000 to 30,000 people" in a "Treasure Hunt" staged June 5 by WTIX. Mr. Stewart's petition, filed by J. David McNeill, his attorney, admitted his news story had referred to WTIX participation report as "the greatest lie ever perpetrated upon the people of New Orleans."

## • BUSINESS BRIEFLY

**STUDEBAKER TO B&B** • Studebaker Div. of Studebaker-Packard Corp. is expected to name Benton & Bowles, New York, to handle its approximate $7 million dollar advertising budget. However the Studebaker-Packard television show *Tv Readers Digest* Mondays on ABC-TV will continue to be handled by Ruthrauff & Ryan, New York, and was renewed until Jan. '56.

**CRISCO SCHEDULE** • Procter & Gamble Co. (Crisco), through Compton Adv., N. Y., has placed 20-second spot schedule in 50 television markets starting early in June, nighttime only. Contracts are usual P&G's 'till forbid.

**ROYAL ANNOUNCEMENTS** • Standard Brands, N. Y., for its Royal Instant Pudding beginning radio spot announcement campaign July 6 to run through Aug. 16 in about 10 markets. Ted Bates & Co., N. Y., is agency.

**PABST PROPOSAL** • Pabst Brewing Co., through Warwick & Legler, considering use of spot radio and television in markets where its fightcasts have not been cleared. Firm will make final decision regarding spots by July 1.

**MURIEL TV TEST** • P. Lorillard Co. (Muriel cigars), N. Y., through Lennen & Newell, N. Y., placing tv spot announcement test in St. Louis starting June 20. If campaign proves successful it will be expanded next fall.

**BLUE BONNET BUYING** • Standard Brands (Blue Bonnet margarine), N. Y., buying radio-tv campaign effective end of June for four weeks in about 25 markets. Agency: Ted Bates & Co., N. Y.

**GENERAL FOODS SPOTS** • General Foods (Certo, Sure Jell), N. Y., effective June 27 buying eight-week spot announcement campaign in about 25 radio markets. Young & Rubicam, N. Y., is agency.

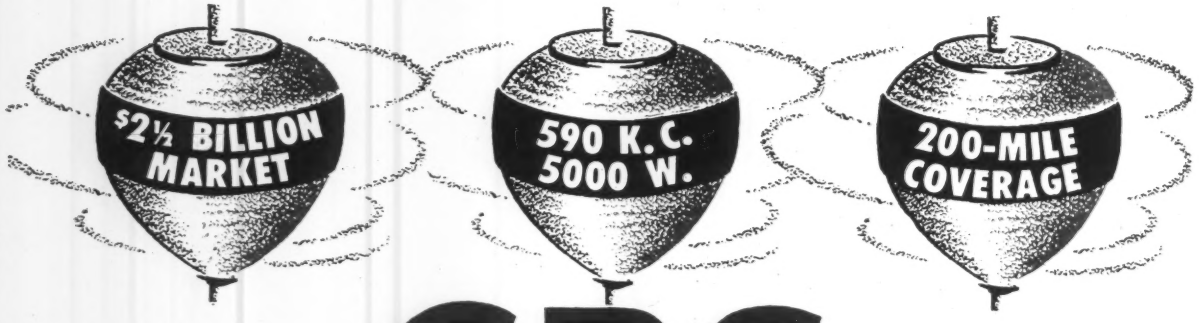
**L&M RENEWS** • L&M filter cigarettes renews *Gunsmoke* daytime series on CBS Radio (12:30-1 p.m. EDT) effective July 2, but will drop Saturday evening *Gunsmoke* series (also CBS Radio, Sat., 8-8:30 p.m.) after June 25 broadcast. Agency: Cunningham & Walsh, N. Y.

**BORDEN BUYS** • Borden Co. has acquired *People's Choice*, film series starring Jackie Cooper, to replace *Justice* on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective Oct. 6. Agency: Young & Rubicam, N. Y.

## 'Protest' Bill to Hearing

CHAIRMAN Oren Harris (D-Ark.) of House Transportation & Communications Subcommittee said last week his group will hold public hearing June 22 on bill to amend Sec. 309 (c) "protest" provisions of Communications Act. Bill, introduced by Chairman J. Percy Priest (D-Tenn.) of parent House Commerce Committee, would allow station which has received non-hearing grant from FCC to go on air pending outcome of protests from parties in interest and would allow FCC final say on what will be the issues in protest cases.

# REGIONAL WOW IS NOW




# BASIC CBS RADIO

## IN OMAHA and in 170 RICH COUNTIES

**(One-third in rich Western Iowa!)**

Tops in *Every Way* . . . that's Radio WOW . . . now proudly a basic CBS Radio affiliate.

Top WOW personalities . . . great names like "Jolly Joe" Martin . . . Connie Cook . . . Mal Hansen . . . and Ray Clark . . . are eager to sell your product!

Radio WOW is a top buy . . . a *must basic buy* in every national schedule!

Call your John Blair man today!

*Frank P. Fogarty, Vice Pres. & Gen. Mgr.* ● *Represented by John Blair & Co.*
*Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.*

Regional RADIO **WOW** OMAHA **Dial 590 5000 WATTS**

# at deadline

## Hearing Ordered by FCC In WJRT (TV) Site Change

ECONOMIC protests of ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac, all Mich., against move of transmitter site by ch. 12 WJRT (TV) Flint are sufficient to merit hearing, FCC said Friday in memorandum opinion and order which postponed effective date of April 13 grant and scheduled hearing June 27 in Washington before examiner.

Issues include whether or not WJR Detroit "misrepresented and concealed from Commission material facts with respect to its intentions to construct and operate the television station proposed in its original application" for Flint. Burden of proof is on protestants. Petitions of original ch. 12 contestants, WFDF Flint and W. S. Butterfield Theatres, seeking reconsideration, were denied since they have appeals pending in court.

In separate additional comment, to which Comr. Frieda B. Hennock concurred, Comr. Robert E. Lee noted original WJRT permit called for site 23 miles southeast of Flint in direction of Detroit while new site is 20.5 miles northwest of Flint and "in addition, it has changed its proposed operation in a number of material respects. To all intents and purposes, we have before us a proposal raising new and serious questions." He felt FCC should place burden of proof on WJRT. Comrs. Rosel H. Hyde and John C. Doerfer did not participate in ruling.

Both WKNX-TV and WTOM-TV claimed WJRT now would put Grade A signal into their respective Saginaw and Lansing markets, ruin their competitive positions and hurt uhf generally. WKNX-TV feared for its CBS affiliation while WTOM-TV feared loss of ABC and cited one Detroit advertiser already had canceled $600-700 monthly account.

Ch. 13 WWTV charged WJRT's new operation would cause "destructive" adjacent channel interference and have 16.3% Grade A and 23.4% Grade B service area overlaps, which would "seriously endanger" its affiliation with CBS, ABC and DuMont.

Last month WJRT and CBS jointly announced that effective Sept. 1 WJRT would become affiliate of network [B•T, May 16].

## Two Denver Applications

DENVER is represented in two applications reported filed with FCC Friday, one for new am outlet and other for sale of KVOD there [B•T, June 6]. KSLV Monte Vista, Colo., buys KVOD for $225,000 from W. D. Pyle and associates. Evert A. Bancker Jr., owner KFML (FM) Golden, Colo., seeks 1 kw day on 1390 kc at Denver. KFXJ Grand Junction, Colo., filed for day power boost on 920 kc from 1 kw to 5 kw, retaining present 500 w night.

## KFXM San Bernardino Sold

KFXM San Bernardino, Calif., sold for $152,000 by Eugene and Bertha Lee to Willard R. Hasbrook and associates, according to application filed with FCC. Mr. Hasbrook is manager and program director of KFSD San Diego.

### AM BOOSTER DENIED

STANDING FIRM on its Feb. 28, 1947, ruling against synchronous amplifiers for am stations, FCC Friday turned down request of WCCP Savannah, Ga., for waiver of rules to install 100 w booster unit. WCCP operates on 1450 kc with 250 w fulltime.

Commission left door open for petition by WCCP asking rule-making proceeding looking toward authorization of amplifiers, but pointed out it has considered use of such units to be "completely at variance with the entire standard broadcasting allocation structure as provided for, defined and circumscribed by the Commission's rules and engineering standards governing the assignment of standard broadcast frequencies."

## ABC Film Syndication Holding Week-Long Session

THIRD national sales meeting of ABC Film Syndication will open in New York today (Monday) and continue through Friday, with discussion covering all operational phases including sales policy, promotion, advertising and programming. Sessions will be held at New Weston Hotel under direction of George C. Shubert, president of ABC Film Syndication.

Full sales crew of unit's offices in New York, Chicago, Hollywood, Dallas, and Atlanta will be in attendance. Discussion will be led by Don L. Kearney, vice president in charge of sales; Richard Morgan, assistant to president; John Burns, midwest manager; William L. Clark, western manager; Howard Anderson, southwest manager; Joseph Porter, southern manager, and Lee Francis, promotion manager. Among those who have been invited to meeting are Leonard Goldenson, AB-PT president, and Robert Kintner, ABC president.

## KSO Sale Application Filed

FORMAL application for FCC approval to sale of KSO Des Moines by Kingsley Murphy Jr. and family for $125,000 to Lyman S. Ayers and associates, operators WXLW Indianapolis, filed with FCC Friday [B•T, May 30]. Murphy group has option for 30% interest in KRNT-AM-TV Des Moines.

### UPCOMING

**June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.**
**June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.**
**June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.**
**June 17-18: Colorado Broadcasters Assn., Denver Hotel, Glenwood Spring.**
**June 19-22: National Assn. of Television-Radio Farm Directors, Washington.**
***For other Upcoming see page 113***

## PEOPLE

**GORDON GREY,** president of U. of North Carolina and former Army Secretary, named Friday to be Assistant Defense Secretary. Nomination goes to Senate this week. He is Democrat and president of WSJS-AM-TV Winston-Salem, N. C. Nomination is for term vacated with resignation of H. Struve Hensel.

**AL PIGG,** formerly at WLBH Mattoon, Ill., and with number of other Illinois stations as radio-tv farm reporter, appointed farm director of WICS (TV) Springfield, Ill.

**MELVIN BRORBY,** senior vice president, Needham, Louis & Brorby Inc., Chicago, re-elected for third one-year term of Chicago Council on Foreign Relations.

**JOSEPH MURPHY,** executive assistant to vice president in charge of sales for Coca-Cola Bottling Co. of New York since 1946 and previously district manager for Pacific Coast Borax Co., appointed merchandising coordinator for WRCA New York.

## Film Firm Sues Talent

VIVIAN BLAINE and her agent-husband Manny G. Frank were charged with failure to fulfill tv film series contract by producers Norman and Irving Pincus and Screen Televideo Productions in $375,500 damage suit filed in Los Angeles Superior Court. Plaintiffs claim Miss Blaine last February agreed to appear in 26 half-hour tv films during first year of five-year contract. After pilot film of series titled "It's Sunny Again" and sales trailer for prospective sponsors were completed at reported cost of $75,000, plaintiffs charge she refused to continue with project. Mr. Frank, according to plaintiffs, also allegedly informed prospective sponsors that actress would not appear in series. Court is asked to enjoin Miss Blaine from breaching asserted contract.

## Film Library Acquired

ACQUISITION by General Teleradio Inc. of Station Film Library Inc., founded in 1954 by Harry Trenner, announced Friday by Thomas F. O'Neil, president of General Teleradio. Price not disclosed. Station film library provides tv stations with tv daytime programming on library basis.

## Zane Grey Films Planned

HAL HUDSON, general manager of CBS-TV program department in Hollywood, resigned to become vice president of Zane Grey Productions, CBS-TV announced Friday. Firm, being formed by Romer Zane Grey and Mr. Hudson, to produce tv and theatrical films based on famous Zane Grey stories.

## Iron Curtain Film Project

FILM drama, "Nightmare in Red," with footage shot behind Iron Curtain in Soviet Russia and much of it never seen publicly, may be shown on NBC-TV late this summer or in fall, it was reported Friday. Footage of foreign film, acquired and processed by Henry Salomon, would fill one-hour period.

## Guild Films Placing Series

GUILD FILMS Co., New York, expected to complete negotiations by end of this week to place its *Confidential File* filmed series in up to 130 markets on national spot basis. Film, dealing with social problems, has been endorsed by various civic groups and government officials.

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TELECASTING

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*Reg. U. S. Patent Office

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# In the Public Interest...

## *Another citation for The Voice of the South*

*WSB Radio on June 1 was presented a citation from the Jewish Theological Seminary of New York for carrying the seminary's program "Eternal Light" for ten consecutive years.*

In Georgia, WSB has become synonymous with public service so far as the audience is concerned. In education, in agriculture and in religion WSB has maintained a consistent record of helpfulness for 33 consecutive years.

The people of Georgia like this. And they like WSB for doing it. This explains, in part, WSB's tremendous audience loyalty which is not duplicated by any other Georgia station.

While these public service programs are not for sale, *you can capitalize* on the unswerving loyalty and audience dominance which programming of this nature has built for WSB.

**wsb**
ATLANTA

*The Voice of the South*

**NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.**

# LESS

*That's what a growing number of pe*

*these days. And the place they're or*

*Dollar for dollar, it turns up 81% bigger au*

*medium. Where else is it possible for a*

*much of his market for so little*

*of the icing and more of the cake.*

*r of people seem to want from their advertising*

*v're ordering it is the CBS Radio Network.*

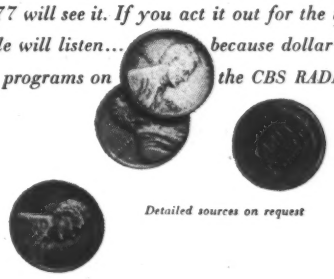
*ger audiences than the next most efficient*

*for a national advertiser to reach so*

*ttle*

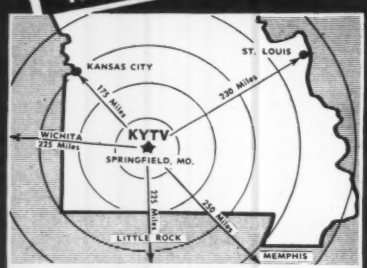
# MONEY

*Take a dollar's worth of your advertising, and see where it's noticed the most: If you tell your story in newspapers, 210 people will see it. If you put it in magazines, 277 will see it. If you act it out for the television cameras, 356 people will watch. But tell it on CBS Radio, and 643 people will listen... because dollar for dollar, prospect for prospect, the biggest buys in all advertising are the programs on the CBS RADIO NETWORK.*



*Detailed sources on request*

now
MAXIMUM
POWER
100,000
watts
KYTV
Channel 3
SPRINGFIELD, MISSOURI
NBC-ABC AFFILIATE




*In the BIG MIDDLE of a BILLION $ $ MARKET!*

283,600
FAMILIES WITH
$1,146,950,000
SPENDABLE INCOME
*(Sales Management May 1954)*

84,530
TELEVISION SETS IN AREA
*(Television Magazine Report March 1, 1955)*

The ONE way to reach ALL of MISSOURI'S 3RD LARGEST MARKET!

R. L. STUFFLEBAM
Commercial Manager

NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

## IN REVIEW

### WILD BILL HICKOK

WILD BILL HICKOK has been around some time now on tv, in the person of Guy Madison. Now CBS-TV has corraled him away from spot appearances for a network series. Basically, it's the same format but a new series of episodes for showing in key markets selected for Kellogg Co.

The result is an above fair-to-middlin' oater that ranks with the best of its kind now on television, including the Autrys and Rogers, mostly because of excellent photography and finely-drawn characterizations.

The premiere, titled "The Maverick," involves a poor cowjoe who aspires to the hand of a certain lady. He robs a bank on the one hand and convinces his bride-to-be he expects to strike it rich from a gold mine in Willows Springs, on the other. It is not the law but another trio of thieves, however, that catches up with him at the outset and stashes him away until he tells where he hid some $30,000.

The gal is only incidental in all this, true to westerns, and the ultimate chase narrows down to a point where Wild Bill and "Jingles" (well-played by Andy Devine) track the youthful robber and his brethren in crime.

The pattern for this series has pretty well evolved along basic patterns—there is the hero, his amusing saddle sidekick for comic relief, the villains and a few others who only get in the way, like the sheriff and girl.

Equally sprightly, along with the photography, are the animated commercials for Kellogg's Sugar Smacks, Corn Flakes and Rice Krispies. Krispies includes a special offer of pet statuettes for "horse-trading" purposes.

*Production cost: Approximately $28,500 for first telecast*
*Network: CBS-TV, 75 stations (live and delayed), 11:30-12 noon, EDT; 1:30-2 p.m. EST & CST zones*
*Sponsor: Kellogg Co., Battle Creek, Mich.*
*Agency: Leo Burnett Co., Chicago*
*Producer: William F. Broidy Productions, Hollywood*
*Editing & Traffic (prints) for Burnett: Modern Talking Pictures (Tv Div.)*
*Cast: Guy Madison, Andy Devine, Marshall Reed, Sally Mansfield, Tommy Cook, George Eldredge, Bill Tannen, Bill Crandall, Gordon Wynn*

### THE CHOCOLATE SOLDIER

FOR ALL the emphasis nowadays in big-time tv on creation, the best Max Liebman could unlock on June 4 for the last of his season's Saturday night spectacular series, was a reincarnation of Oscar Straus' "The Chocolate Soldier."

Although billed as light operetta, the production seemed a rather embellished, 90-minute rendition of *The Bell Telephone Hour* starring Rise Stevens.

Miss Stevens, with the aid of Earl Wrightson, carried off most of the nostalgic score with ease. However, as a young, coquettish Nadina, who spurns her military hero for the chocolate-hungry enemy soldier, Bumerli, Miss Stevens was not exactly the type.

Eddie Albert, as Bumerli, got the most of the part. Akim Tamiroff, master of either heavy characterization or light comedy, went through paces of the ambitious Mayor Ludek with no visible strain.

The story is quite simple, centering on the loves of Nadina, the daughter of Mayor Ludek and betrothed to the army's hero, Alexis, and of Bumerli, an enemy soldier who has a preference for women and chocolates to guns and medals.

One of the better sequences was that provided by a delightful ballet by Bambi Linn and Rod Alexander, whose number conveyed picture of figurines coming to life.

The operetta was tv-washed for the Saturday night performance but despite the writers' cramp, much of the suds remained. Limited comedy relief kept Mr. Albert and Mr. Tamiroff within deadly storyline bounds. If permitted to do their stuff, these veterans could have put the unfortunately corseted viewer in stitches.

An impression gained from this production and other Max Liebman offerings in the Saturday series was an expansive desire to give a very pleasing effect of compatible color on the eye. This certainly is a very commendable effort but the black-and-white set owner—and there are quite a few—should not be forgotten. He, too, wants to be entertained.

*Production cost: About $40,000.*
*Broadcast in color and monochrome on NBC-TV, June 4, 9-10:30 p.m. EDT, one of Max* Liebman Presents *series. Sponsored by Oldsmobile Division of General Motors, through D. P. Brother.*
*Producer-director: Max Liebman; associate producer-director: Bill Hobin.*
*Book director: Jeffrey Hayden; music: Oscar Straus; original book and lyrics: Rudolph Bernauer and Leopold Jacobson; American version: Stanislaus Stange; tv adaptation of book: William Friedberg, Neal Simon and Will Glickman.*
*Dances-musical numbers staged by: Rod Alexander; musical director: Charles Sanford; musical arrangements: Irwin Kostal; choral director: Clay Warnick and choral arrangements by Mr. Warnick and Mel Pahl; settings and art direction: Frederick Fox; costumes: Paul duPont; production stage manager: Sterling Mace; technical director: Heino Ripp; lighting: Fred MacKinnon; audio: Fred Christie; assistant to producer: Max Siegel; NBC supervisor: Hal Janis.*
*Cast: Rise Stevens, Eddie Albert, Akim Tamiroff, Joan Chambers, Earl Wrightson, George Ebeling, Will Scholz, Bambi Linn and Rod Alexander.*

### $64,000 QUESTION

REVLON's *$64,000 Question* (CBS-TV, Tues. 10-10:30 p.m. EDT) has done its best to live up to its billing as the "biggest jackpot program in radio-tv history."

Its premiere telecast left one in a dazed state with thousand dollar figures and Cadillac convertibles dancing around in his head. The cars were the consolation prizes for those not cracking the $8,000 puzzler in the series.

M.c. Hal March showed a reserve altogether becoming to a program which easily associates itself with the Bank of America in the mind's eye. He will probably be less tense later.

The prizes involved, the suspense of having the same contestant carry over for four consecutive shows, and the dazzling format will no doubt build a large audience for *$64,000 Question*—but a bigger question is whether Revlon will be long interested in making a habit of paying out $12,000 a week, as it did on its first show.

*Production cost: Approximately $30,000.*
*M.c.: Hal March.*
*Executive producer: Steven R. Carlen.*
*Producer-director: Joe Cates.*
*Production manager: Joseph Stuhl.*
*Musical conductor: Norman Leyden.*
*Chairman, board of editors: Dr. Bergen Evans.*
*Trust officer: Ben Feit, Manufacturer's Trust Co.*
*Sponsor: Revlon through William H. Weintraub & Co.*
*Packager: Lewis G. Cowan Assoc.*

# EVEN WE WERE SURPRISED!

Results of April, 1955
California Central Valley
ARB area survey in

## SACRAMENTO
STOCKTON and MODESTO
show

## KBET-TV CBS
CHANNEL 10
Sacramento's ONLY VHF Station
LEADS BY MORE THAN

## 2½ to 1
over its closest competitor

Out of 98 Weekly ¼ hour periods between 7:00 and 10:30 p.m. on a composite 7 day week.

KBET HAS 49 FIRSTS
1 TIE FOR FIRST

Of the top ½ hour weekly programs between 7:00 and 10:30 p.m. KBET IS FIRST WITH 11. Its nearest competitor is second with 3.

*This is Leadership*

ALMOST A 4 TO 1 MARGIN OF LEADERSHIP AND... THIS AFTER ONLY TWO WEEKS ON THE AIR!

***We would like to show you the complete REPORT...***

## H-R TELEVISION, INC.

*NATIONAL REPRESENTATIVES*

380 Madison Ave.
New York 17, N. Y.
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HOllywood 2-6453

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Atlanta, Georgia
Cypress 7797

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# G.E. CATALOGS 49 BASIC ANTENNA MODELS FOR BROADCASTERS...

## plus hundreds of variations for custom or problem antenna installations!

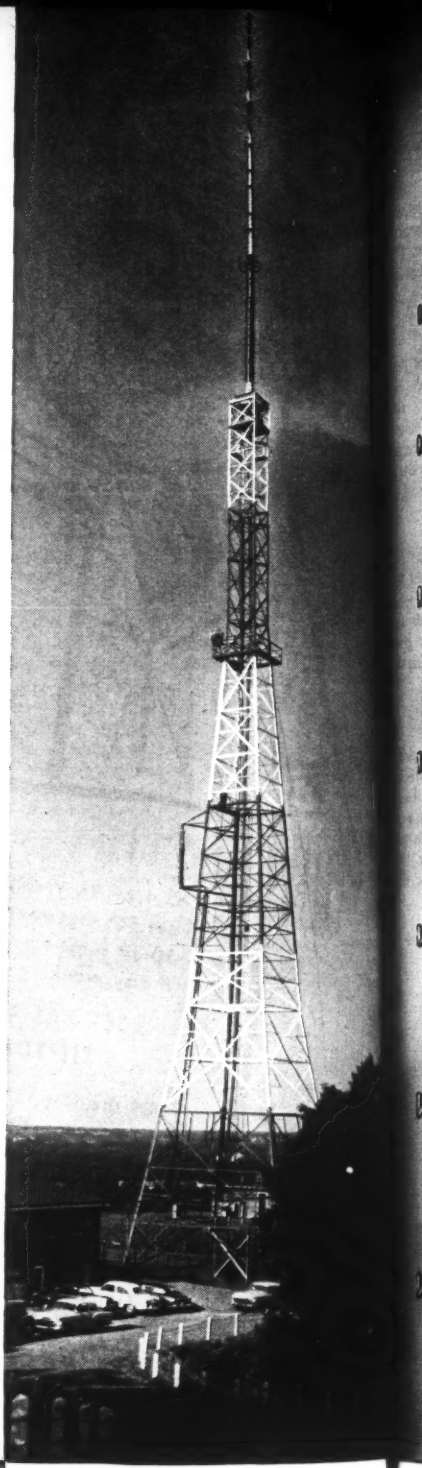
No matter what operating channel...rated power...or topographical characteristics—there is a dependable G-E antenna to suit your station requirements.

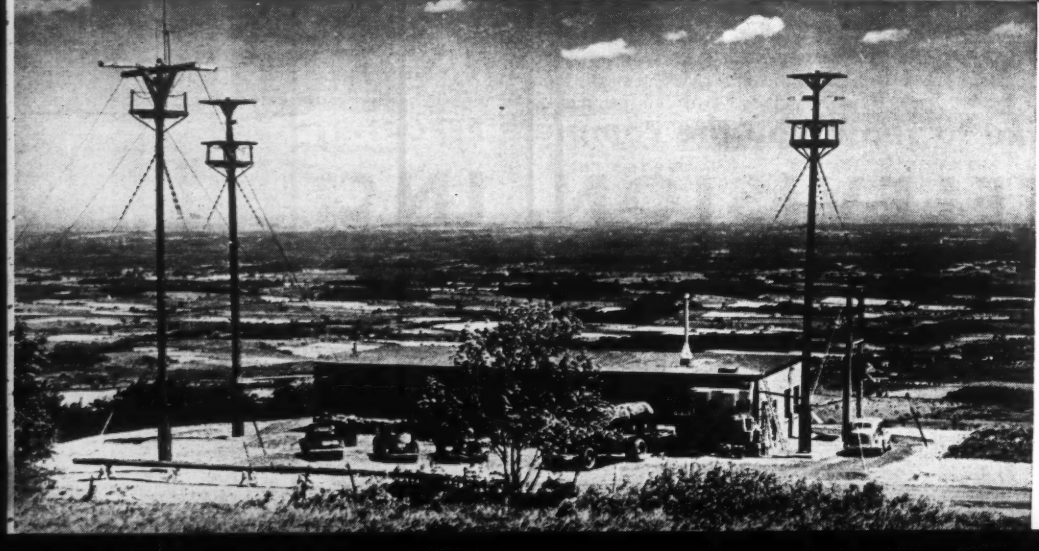
For more than 20 years a crack team of antenna design and manufacturing specialists has probed the secrets of antenna development. This full time General Electric program has resulted in today's wide range of antenna models—49 basic designs—built for *full time* dependability.

New uses of better materials, new production techniques, and more efficient manufacturing methods are additional results of this intensive research effort.

The detailed close-ups highlighted here are but a few of the G-E advancements which combine to make a G-E antenna a dependable investment for vital full time service.

Whether for VHF or UHF, batwing or helical models, your local representative can fill you in on the latest progress in antenna development. Call or write today. *General Electric Company, Section X255-31, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

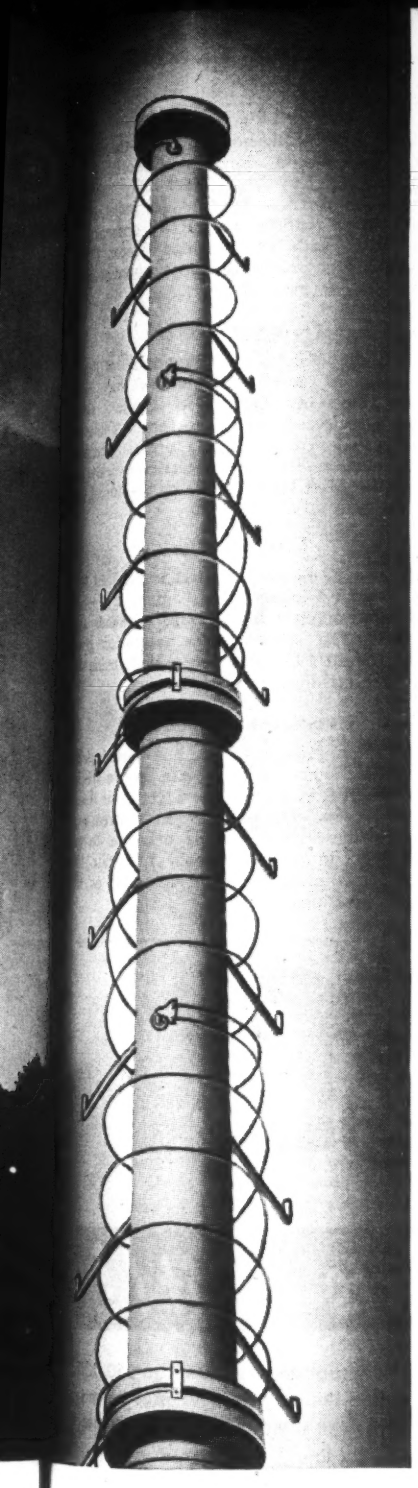


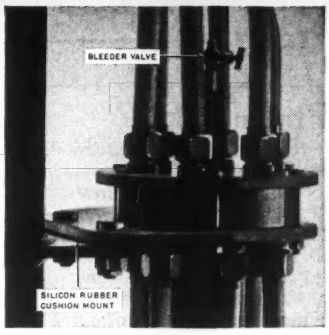


### THEN AND NOW

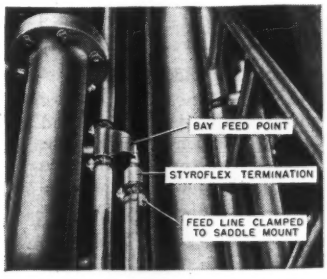
◀ **EARLY TV ANTENNA DESIGNS** were basic installations—often mounted atop wooden poles—as shown at left at W2XB Schenectady in 1939. Range and pattern coverage were limited—yet adequate for early transmission needs.

▲ **TODAY AT ROCHESTER**—this G-E VHF helical, in service with WVET & WHEC, and the batwing antenna of WHAM, combine to offer the solution to a complex multi-station transmission problem. G-E antenna research has consistently improved design and manufacturing methods—leading to 49 basic antenna models for many wide requirements.



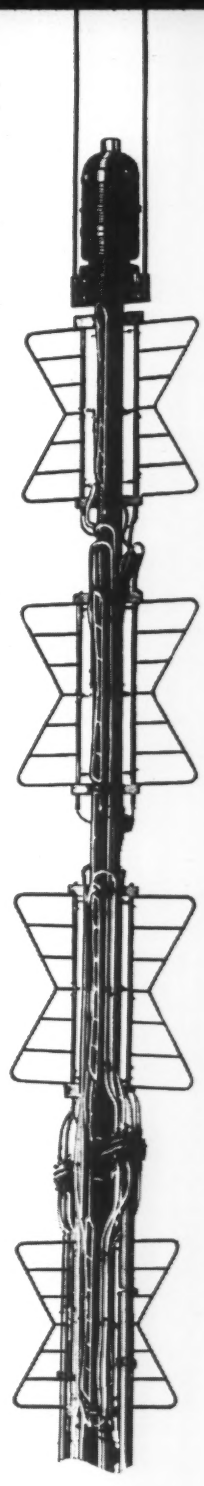


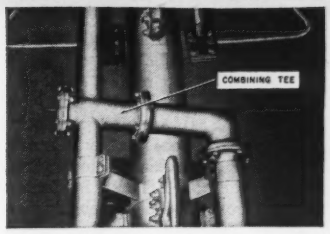

**BRASS FEED LINE JUNCTION BOX** is machined throughout. Silicon rubber cushion mount relieves mechanical strain.



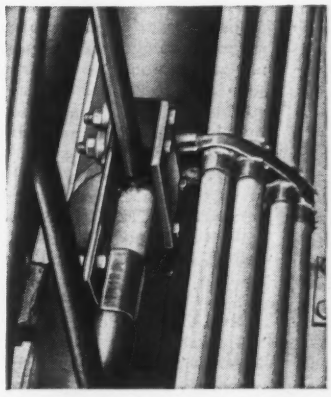

**BATWING FEED POINT** at Styroflex termination has Teflon end seal. Connection to inner conductor at end seal is extra-sturdy collet-type.

**THE NEW G-E HELICAL ANTENNA.** It is this G-E model which was used in combination with the batwing antenna for the Rochester installation shown at left. Cylindrical shape offers less tower load. G-E helical design, in use with UHF since 1952, makes possible a simpler antenna providing the equivalent power gain of batwing models. No de-icing problems—the helix serves as a heater. G.E. catalogs 49 basic antenna models for VHF or UHF needs.

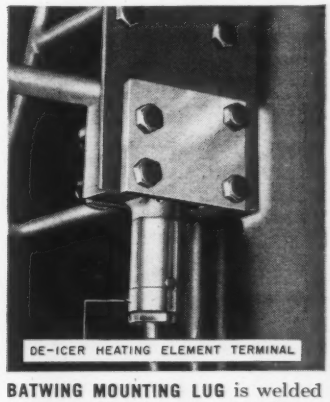





**TEE FEED** divides power proportionately between upper and lower bay groups.



**SEPARATE MECHANICAL AND GROUND CLAMPING** of Styroflex feed lines. Mechanical clamping is of the type that permits tightening, if required, in maintenance. The ⅞-inch diameter lines provide extra capacity and safety.




**BATWING MOUNTING LUG** is welded to mast. Heating element, if required, has gasketed terminal.

## CONSTRUCTION DETAILS like these help G-E antennas provide all the coverage your transmitter can produce ...*without danger of wind or power overloading.*

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

### Safety on Records

AS A MEANS of promoting highway safety, the National Safety Council, in cooperation with the Center for Mass Communication, Columbia U. Press, is distributing free to radio stations a special recording of "Songs for Living Longer," composed by Hy Zaret and Lou Singer. The transcription includes songs and short messages on highway safety plus several jingles on home safety.

### Station Adopts Orphans

CHAB Moose Jaw, Sask., has adopted five European war orphans under the Unitarian Service Committee of Canada plan. The station has raised money to care for the five youngsters in five different countries and has broadcast the names and addresses of the children for whom the funds are being raised. One of these orphans, Nicole Le Corre of Sevres, France, visited recently by the Canadian director of the fund, told of receiving hundreds of letters from CHAB listeners and contributors to the fund, and had a sheaf of mail ready to send back to CHAB's audience.

### Tv Appeals for Medical Aid

THROUGH APPEALS on WSBA-TV York, Pa., *Hitchin' Post Theatre,* an eight-year-old viewer who has an incurable lung disease is receiving free medical treatment and has been given $250 to help pay other expenses.

### WORD's Word on CP

WORD Spartanburg, S. C., raised $12,000 for the Cerebral Palsy fund through a three-hour radiothon. The special show featured local and nationally-known celebrities.

## Traffic In Color

PRINT of a color film produced by WBZ-TV Boston, "This Is Your City—Traffic," has been forwarded to President Dwight Eisenhower by Sen. Leverett Saltonstall (R-Mass.). Sen. Saltonstall said the year-old film illustrates "as vividly and informatively as possible the traffic highway problems which confront not only Boston but so many of our cities." The film, directed by Chet Collier of the WBZ-TV production staff, and sent to Sen. Saltonstall by Gordon Swan, program manager, has been shown about 50 times to civic groups and has been telecast three times in color by WBZ-TV, which also has produced three other public service films.

### 'Men Toward the Light'

A 13-FILM series on blindness, *Men Toward the Light,* has been scheduled for a second showing by KVAR-TV Phoenix, Ariz. The films, produced by the American Foundation for the Blind, New York, and the Industrial Home for the Blind, Brooklyn, have been seen on more than 40 tv stations.

### WNEM-TV Studies Heart

WNEM-TV Bay City, Mich., has presented an hour-long panel discussion program on which heart trouble—its causes and controls—was probed. Prominent members of the Michigan Medical Assn. were panel members and answered questions which the public submitted by mail.

### Detour on a Holiday

DRIVERS in Chicago get up-to-the-minute traffic information on the Memorial Day, Independence Day and Labor Day holidays from WGN there which provides bulletins on conditions as reported by aircraft observers in cooperation with the Chicago Motor Club. WGN has been providing the sponsored bulletin service for the past six years.

### Governor's Panel

SERIES of public service programs on Pennsylvania's 29 television stations has been launched by Gov. George M. Leader. Gov. Leader's telecasts have a panel format similar to *College Press Conference,* a program created by Ruth Geri Hagy and carried weekly by ABC-TV. Miss Hagy also is moderator of the new series.

### Safe Holidays

WHOT South Bend, Ind., has transcribed 500 driving safety "commercials" made by police and traffic officials for use on weekends and holidays. The station plans saturation campaigns for all 1955 vacation periods using the transcriptions during station breaks.

### Radio at the Beach

WNHC New Haven, Conn., has started airing its schedule from noon to 6 p.m. over a special public address system at the Lighthouse Beach in New Haven. The public address system provided by the station will be available to the Park Dept. in any emergency to locate lost children or information on first aid or life saving operations.

POWER

250,000 Watts of it!!

NEW AUDIENCE BORN! We've boosted our power to 250,000 watts. Here, where the terrain is flat for miles and miles around, that's important. It means we have a big, brand-new audience.

Plus that, we've added new facilities, experienced personnel, new merchandising services to help you sell. Our representatives will show you how costs-per-thousand hit the skids when you use KFDA-TV.

KFDA-TV

CHANNEL 10 — AMARILLO, TEXAS

CBS INTERCONNECTED NBC

• Southern Representatives — Clark Brown Co.

**WPEN**
Shows the greatest rating increase
of any station in Philadelphia*

**WPEN**
Shows the greatest share of audience
increase of any station in Philadelphia*

*pulse Jan.-Feb. '55
pulse Jan.-Feb. '54

Represented Nationally by Gill-Perna, Inc.

Read the other day where a television station in a neighboring state had just completed a brand new building with two studios and they were contemplating a "goal" of 17½ hours weekly of "live" programming. We wish them well but wonder a little if they won't get lost in those two studios.

With our just one studio we here at WMAZ-TV are producing some 33½ hours of live shows every week and some weeks we go even higher.

Now we realize that the number of live hours we do doesn't mean a thing if the folks in their homes don't like what we do. Pulse surveys show that folks do watch us (the Avery-Knodel fellows will show you our latest) but we like to know that our "live performers" are welcomed into Middle Georgia homes.

Take Herb for instance. He does a weather spot on our noon-time "Almanac" show. So what do the folks do? Call Herb to find out more about the weather, instead of the weather bureau. He spends a lot of extra time on the phone but he's glad to talk to them.

Then there's Carrie. Carrie's our home economist who does "TV Kitchen". She's a Georgia gal, learned her business in Georgia colleges, and lots of Middle Georgia families are learning from her that there are plenty of good things to eat other than turnip greens and corn bread. You see, the housewives pay attention when Carrie cooks.

And Ernie! He's known as the friendly little man who plays the organ on "Starlight Serenade" and Uncle Ned and his boys and gal. And Bob, and Dave, and Farrel, and Roy and Jack.

Yep, we're loaded with "live" hours, but better yet we're loaded with good friendly folks, and Middle Georgians like 'em. Better let them carry some of your advertising!

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

# our respects

## to ADOLPH JAMES TOIGO

THE SEARCH for effective advertising, according to Adolph (Dolph) Toigo, president of Lennen & Newell Inc., New York, begins with research.

"The competitive understanding of the delicate relationship of product to consumer," he maintains, "is the guts of the advertising business."

Significantly, guts and research have been the twin hoists on which Mr. Toigo has lifted himself from coal miner to his present eminence as operating head of one of the leading advertising agencies in America.

Adolph James Toigo was born Sept. 29, 1905. He went down into the mines at the age of 14 in his hometown, Benld, Ill., to support his way through high school after the death of his father.

In his spare time in the sunlight he played football and twice made the all-state high school team; whereupon he moved upstate to the U. of Chicago, where, at 144 pounds, he scored as one of the lightest guards in conference history, supplementing his deficiency in weight with his superiority in tactics.

Struck by his drive and intelligence, Amos Alonzo Stagg, mentor of the Maroon Eleven, invited young Toigo to join the coaching staff upon his graduation. Mr. Toigo accepted the bid and served as line coach at Chicago for one year before taking his PhB. and striking out into the advertising world.

He joined the John H. Dunham Co., Chicago, an agency no longer in existence, with deliberate plans to learn what he could about the research side of the advertising business. He had already had extensive advertising contact while in college through his close personal association with his cousin, John Toigo, now partner in the firm, Biow-Beirn-Toigo.

He joined the Dunham research department in 1930 and stayed there for four years, moving then to Benton & Bowles, New York—again in research—where he remained for about five years before enlisting with Geyer, Cornell & Newell (now Geyer Inc.) where he became vice president in charge of research. It was at this position that he met and established his intimate working relationship with the late H. W. (Hike) Newell. In 1943 Mr. Toigo joined William Esty Co. as vice president and research director. He held that job for 10 years, until 1952, when Mr. Newell called on him to join the newly-reorganized Lennen & Mitchell, forerunner of the present Lennen & Newell.

Last December, upon the death of Mr. Newell, Adolph Toigo became president of the agency.

The agency, when reorganized in 1952, billed about $17 million and will bill about $36 million this year, Mr. Toigo predicts, with 35% of that billing going into television. "Some of our bigger accounts spend about 60% of their budgets in tv," he said.

Nor has Mr. Toigo's personal emphasis on research abated. Under his stewardship the agency spends an average of a half million dollars for research for each account.

Mr. Toigo still feels that it is the first and most important step toward the creation of good advertising; that the more strictly creative fields of copy and art should have all available knowledge of the product they are to write about, the market they are addressing and, most important, the habits of thought of the essential consumer of the product.

The proper use of research, according to Mr. Toigo, is to establish the area and directions where creative activity will be best rewarded. Research figures, by his lights, are guideposts defining the areas where exploration and inquiry by the creative departments are most likely to produce the most profitable advertising.

"When it comes to writing ad copy," explained one of his colleagues, "Adolph Toigo—like nature—abhors a vacuum."

At Lennen & Newell, creative people never have to write ads in a vacuum. Carefully planned and secured research and general information are placed at the disposal of art and copy people: what the product is, what it can do, what has been written about this product and similar products in the past, what the public, the consumer, thinks of the product and so on. And all of this effort is based on the creed of the man who began his working life digging and has never lost the habit.

The research-minded president of Lennen & Newell lives in Forest Hills with his wife, the former Lucy Buoscio, and younger son Alfred, 20, who is a student at the U. of Pennsylvania. Dolph Toigo is devoted to his work to the exclusion of nearly all other activity. He reads a great deal and widely, interests himself in local civic affairs—he has been president of the Men's Club of Forest Hills for the past two years—and operates a Vermont farm. He also is an advisor to the Republican party on opinion studies and campaigns.

His oldest son, Oliver, 22 and married, is now working at L & N, awaiting an Army call.

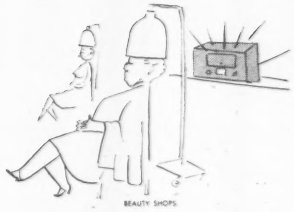
As for the rest of the Toigo clan, the Benld branch, they're understandably proud of Dolph and John but admit to no great surprise at their success. As one of the visiting and more expressive members of the clan put it when he recently saw the richly tailored operations Dolph Toigo runs: "You could tell even by the way he dug coal that he'd someday hit gold."

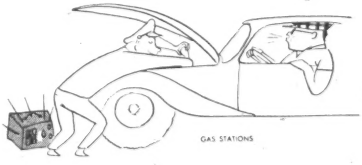
# hats off to Hooper

**FOR ORIGINATING THE NEW "BUSINESS ESTABLISHMENTS" AUDIENCE INDEX.**

DISPLAYED AT THE NARTB CONVENTION IN WASHINGTON

**AND . . . PORTRAYING STILL ANOTHER MAJOR INSTANCE OF WHERE RADIO MAKES CUSTOMERS AND SALES TODAY.**




## *We're Proud*

**OF THE NATION'S FIRST STUDY MADE IN NEW HAVEN.**

**BUSINESS ESTABLISHMENTS WITH RADIO . . . . . 74%**

| MONDAY THROUGH FRIDAY 9:00 a.m.-5:00 p.m. | Radio Sets In Use | WAVZ | Station A | Station B | Other AM & FM |
|---|---|---|---|---|---|
| | 38.1 | 54.5 | 13.1 | 8.2 | 24.2 |

INCLUDES SAMPLING OF BARBER SHOPS, BEAUTY SHOPS, CLEANERS, DENTISTS' OFFICES, GARAGES, GAS STATIONS AND GROCERY STORES.

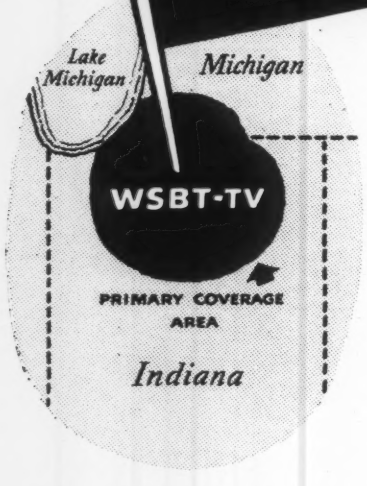
**ASK YOUR FORJOE MAN OR SEE KETTELL-CARTER IN NEW ENGLAND, FOR THE WAVZ BOX SCORE . . . .**

| HOOPER IN HOME | PULSE IN HOME | PULSE OUT OF HOME |
|---|---|---|
| WAVZ–*First* ✓ | WAVZ–*First* ✓ | WAVZ–*First* ✓ |

**DANIEL W. KOPS**..VICE PRESIDENT-GENERAL MANAGER
**RICHARD J. MONAHAN**..COMMERCIAL MANAGER

# WAVZ

# MORE VIEWERS THAN ALL OTHER STATIONS COMBINED!*




If you want to reach the television viewers of the South Bend Market there's only one way to do it. Buy WSBT-TV. This station gives you more viewers than all the others put together! No other station, UHF *or* VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. Furthermore, when you use this station, your sales story is presented with a clear, interference-free picture.

* *TV Hooperatings, Nov., 1954 for South Bend-Mishawaka, Ind.*

* *Pulse, Jan., 1955 for the 4 Northern Indiana Counties of St. Joseph, Elkhart, Marshall and Kosciusko.*

## A BIG MARKET... A PROSPEROUS MARKET

The primary coverage area of WSBT-TV embraces a prosperous 9-county market in Northern Indiana and Southern Michigan. The following income and sales figures show clearly the sales potential of this great market:

**Effective Buying Income . . $1,165,620,000. Food Sales . . $182,091,000.**
**Total Retail Sales . . . . . $783,927,000. Drug Sales . . . $22,930,000.**

*Source: Sales Management Survey of Buying Power, 1955.*

**WSBT-TV** CHANNEL 34 SOUTH BEND, IND. CBS DuMont

**A CBS BASIC OPTIONAL STATION**

**ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES**


## OPEN MIKE

### Nothing Missing

EDITOR:

We have been a regular subscriber to B•T during the past few years and have been making particular use of the TELESTATUS listing during that time. We note that section has not been appearing in issues published after May 2 . . .

*R. W. Roth*
*Advertising Division*
*United States Steel Corp.*
*Pittsburgh*

EDITOR:

[An] item of value to me in BROADCASTING • TELECASTING has been missing lately. What became of TELESTATUS?

*W. T. Freeland*
*Freeland Products Co.*
*New Orleans, La.*

**[EDITOR'S NOTE: TELESTATUS isn't missing. It has been restyled; its information has been expanded, and it appears in the first issue of each month, with its pages perforated to enable readers to tear out the section for ready reference.]**

### Recommended Reading

EDITOR:

All this week I have been receiving calls to get my reaction to the NARTB convention. I had a simple answer. Told all of them to read BROADCASTING • TELECASTING.

I thought you did a magnificent job, got everything in its proper perspective and gave complete coverage to every phase of the convention. Here's a tulip for you.

*F. M. Russell*
*Vice President, NBC*
*Washington, D. C.*

EDITOR:

A job well done deserves applause, and my compliments go to you and your staff on the convention issue.

It not only was done comprehensively, but the art and layout made it one of the most attractive books you have ever had.

All of these sincere compliments, mind you, even though you persist in adding a "c" to my name.

*Victor A. Sholis*
*Vice Pres. & Director*
*WHAS-AM-TV Louisville*

EDITOR:

It certainly seemed like old times to read the current [May 30] issue of your good magazine—sort of like attending a convention without suffering from a hangover. I even got a better look at the pretty girls than you usually are able to do in those crowded corridors! Furthermore, look at all the time I saved by not listening to all those speeches! . . .

*Maurice B. Mitchell, Pres.*
*Encyclopaedia Britannica Films Inc.*
*Wilmette, Ill.*

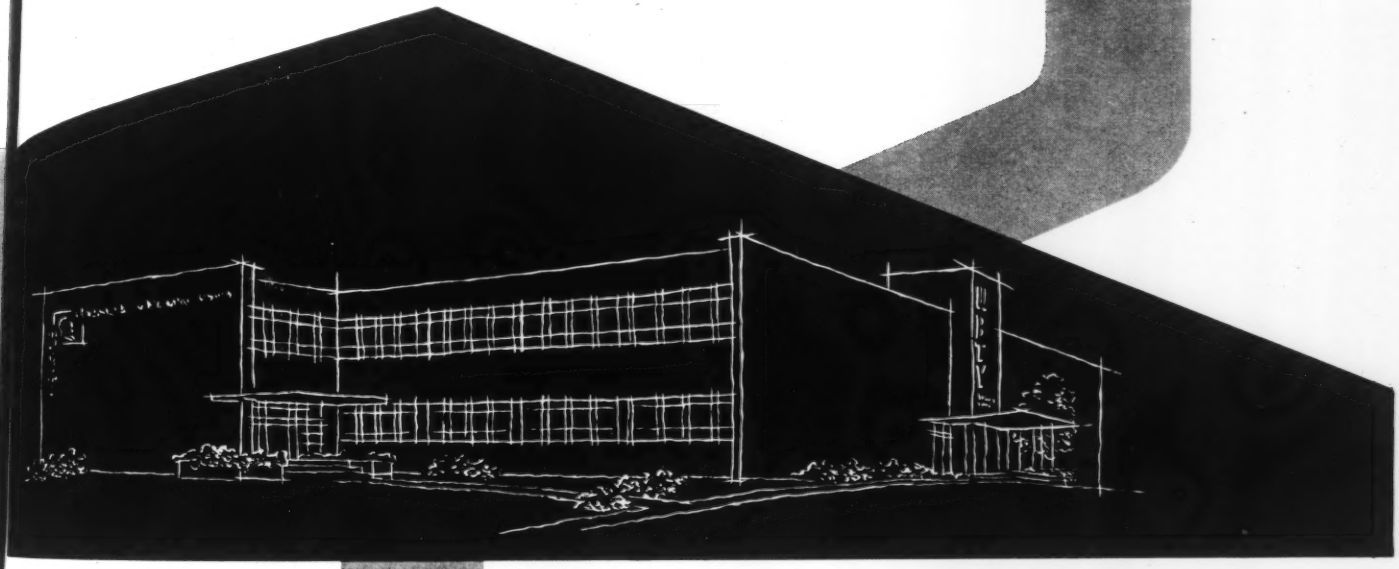
### Good Idea Gets Around

EDITOR:

I was very interested in an article in your "Promotions" column in the issue of May 9. The article was captioned "What Listeners Won't Hear" and went on to tell about a campaign on WKDA Nashville designed to show the listening audience what "they will not hear on the station." The reason for my interest was that I used the same campaign on KLIF in Dallas two years ago and re-used it here on KNOE two months ago.

*Bill Stewart, Prog. Dir.*
*WNOE New Orleans, La.*

# WHERE ELSE IN THE CAROLINAS



## KINGSIZE FACILITIES

In the Carolinas, advertisers find many types of TV facilities . . . but only on one station, WBTV, can the advertiser get complete, Kingsize Facilities.

Here, in WBTV's new $1,250,000 home with 51,000 square feet of floor space, are TV studios measuring 40′ x 40′ and 40′ x 60′, each wired for three black-and-white and two color cameras, each accommodating Kingsize studio audiences . . . the last word in engineering equipment . . . art and carpenter shops for designing and building any type of scenery . . . three ultra-modern darkrooms . . . *dual* facilities for transmitting color and black-and-white slides and films . . . Kingsize executive, program, production, engineering, news, sales, business, promotion and merchandising departments.

Conditioned by 33 years of broadcast leadership, WBTV planned big . . . built big. Now more than ever, WBTV is your first, biggest step to TV coverage of the two Carolinas.

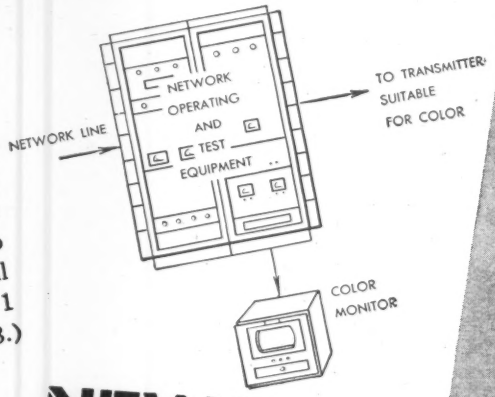
WBTV
CHARLOTTE
Channel 3 Top Power

# RCA's 3 Easy Steps

## Step 1

### TRANSMITTING NETWORK COLOR SHOWS

The first step in color for a TV station. Equipment includes: (a) everything you need to transmit network color pictures through your existing system, and (b) color test equipment you need to check signal quality. (All equipment used in Step 1 is used in Steps 2 and 3.)




NEW!

## Step 2

### ORIGINATING

Everything additionally needed to originate color film shows and color "spots," insert station breaks and provide a color bar test pattern for system checks. Includes: (a) color bar and origination equipment and (b) 3-Vidicon color film and slide equipment.

NEW!

RCA

To simplify your build-up to full-scale color operation RCA television engineers have developed new color equipments which are available now. Among them are:

**NEW 3V Color TV Film Camera**

New 3V Color TV Film Camera requires less than half the auxiliary equipment and cabinet racks needed by other types of color film systems.

**NEW Improved Live Camera Chain**

RCA's improved Color Camera Chain, the TK-41, reduces auxiliary camera equipment to 1⅓ racks.

A new processing amplifier used with both the 3V and Studio Color Cameras combines all signal processing functions in a single chassis.

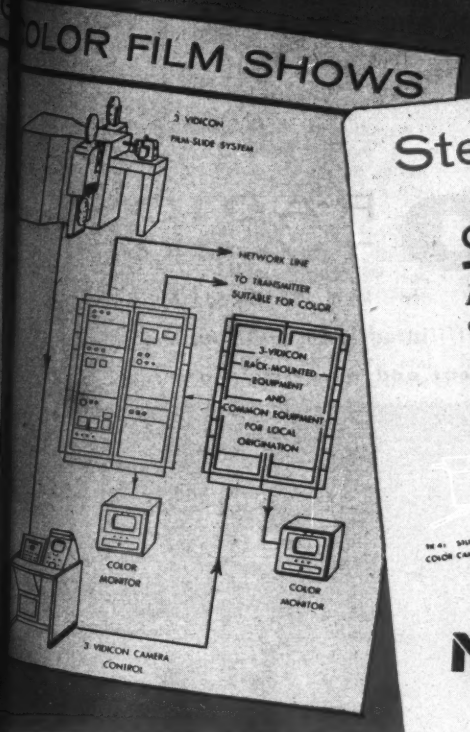
More than 100 TV stations have already installed RCA color equipment and these are the steps they are using as they swing to color, or expand their present color facilities. Many of these stations are already programming local color on regular schedules.

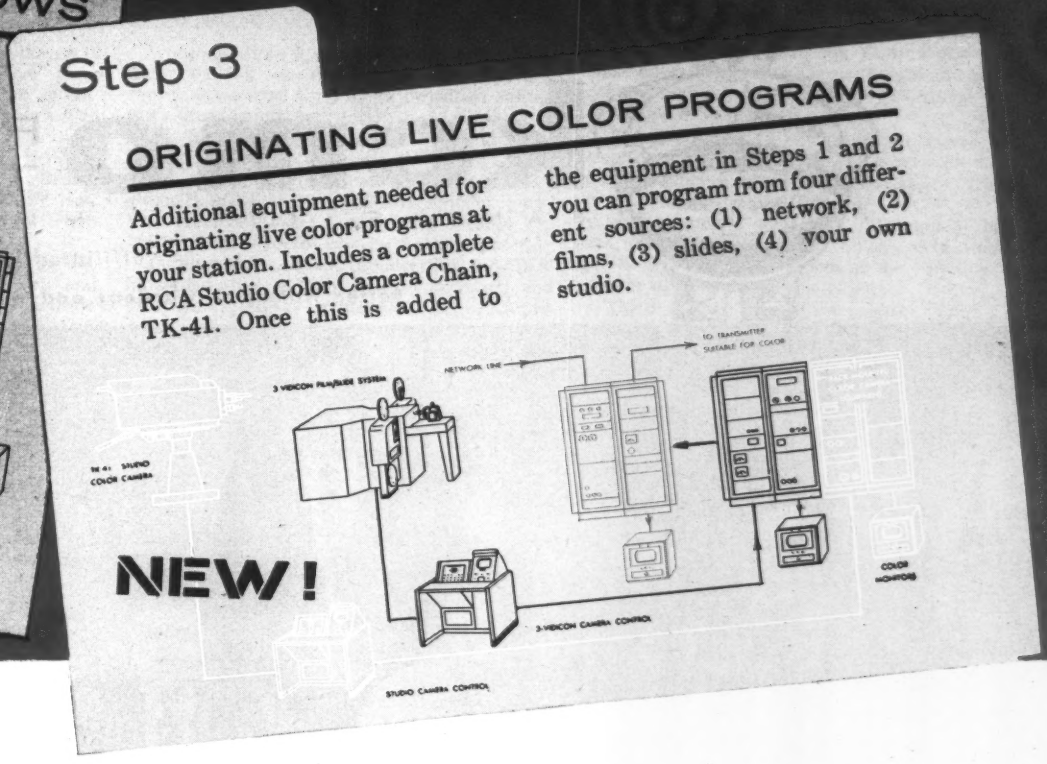
For help in planning color, start right. Talk to your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

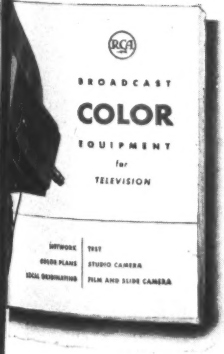
*RCA Pioneered and Developed Compatible Color Television*

# COLOR

...with new
RCA color equipments
now in production!





Step 3
ORIGINATING LIVE COLOR PROGRAMS
Additional equipment needed for originating live color programs at your station. Includes a complete RCA Studio Color Camera Chain, TK-41. Once this is added to the equipment in Steps 1 and 2 you can program from four different sources: (1) network, (2) films, (3) slides, (4) your own studio.
NEW!
NETWORK LINE
TO TRANSMITTER SUITABLE FOR COLOR
3 VIDICON FILM/SLIDE SYSTEM
TK-41 STUDIO COLOR CAMERA
3-VIDICON CAMERA CONTROL
STUDIO CAMERA CONTROL
COLOR MONITORS




***NEW***... Catalog on Color Equipment for Television contains a complete explanation of these three steps, describes and illustrates all the latest RCA color equipments. The only book of its kind—it's ready now. Ask your RCA Broadcast Sales Representative for a copy.

**RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

# who's in the news?

All seven of the enterprising newsmen you see here. These five reporters and two photographers write, edit and inform a four-state area seventeen or more times daily for KCMO radio and television. These alert men are eminently qualified to keep the Midwest posted, too; for all are journalism graduates, reared in this region, and they know just how listeners and viewers like their news.

As far as we know, KCMO is the only station in the United States to receive both the National Association of Radio News Directors' Distinguished Achievement Award and the "oscar" of journalistic awards, the Sigma Delta Chi award, for radio-television reporting.

But, most gratifying are the reports we get from enthusiastic and widespread audiences so loyal to KCMO's up-to-the-minute newscasting. They all tell us we're the No. 1 news station.

**kcmo** RADIO TV-FM

KANSAS CITY, MISSOURI

*affiliated with publishers of*

*Better Homes & Gardens and Successful Farming*

BOB YOUKER PAT PATON BILL McREYNOLDS HAROLD MACK JIM MONROE HOWARD NEIGHBOR JOE KRAMER

BROADCASTING TELECASTING

June 13, 1955 Vol. 48, No. 24

# WOULD TOLL KILL FREE TV? FCC HEARS FROM BOTH SIDES

**The case-in-chief for and against subscription television is in. Major broadcasting interests are united in opposition on the common ground that pay tv would end commercial telecasting. But the advocates still see it as a supplement to the existing system and a way to help faltering stations and enhance the nation's culture.**

WHEN the public has to pay for watching a tv program, that means the death of "free" tv.

That was the unanimous tenor of the opposition comments to subscription tv proposals filed with the FCC last Thursday.

They were filed by ABC, CBS, NBC, NARTB, Joint Committee Against Toll Tv, Storer Broadcasting, WGAL-TV Lancaster, WDSU-TV New Orleans, KPRC-TV Houston, WSAZ-TV Huntington and KGUL-TV Galveston.

This attitude was termed nonsense by the proponents of pay tv—Zenith Radio Corp. and Teco Inc., Skiatron Electronics & Television Corp. and Skiatron Tv Inc., and International Telemeter Corp. All filed formal documents reiterating their belief in the future of subscription tv. There were some significant additions:

Zenith recommended that existing tv networks be prohibited from engaging in toll tv. It also urged that advertising on pay tv be barred and that time limits be placed on the amount of pay tv each station may broadcast.

Skiatron repeated its original suggestion that pay tv be limited for its first three years to uhf stations. It added, however, that where non-affiliated vhf stations ask for permission to use subscription tv, that the Commission permit it.

Although June 9 was the deadline for comments—and it was the day on which the first formal documents from major broadcast entities were filed, letters and postal cards continue to flood the FCC. At week's end, Volume 54 of Docket 11279 was being filled.

An unofficial estimate was that as of June 3 about 20,000 such pieces of correspondence had been received by the Commission. About 11,000 were in favor of pay tv; 9,000 opposed.

In other sectors of the broadcasting and allied industries—like motion picture producers and exhibitors, radio-tv manufacturers, educators, advertising men and others—the ferment caused by the pay or not-to-pay subject boiled and bubbled (see separate stories in this department).

In addition to the proponents of pay tv, the National Assn. for Better Radio & Tv, Los Angeles, joined the toll tv advocates, as did a number of broadcasters—mainly uhf stations. Subscription tv has been held out as one means of succoring ailing uhf operators.

In a cryptic statement filed with the Commission at deadline, G. Bennett Larson, president and 20% owner of KDYL-AM-FM and KTVT (TV) Salt Lake City, formally disassociated himself from the NARTB Tv Board's stand of last April that pay tv should not be authorized on present broadcast channels. Mr. Larson made no statement pro or con otherwise. The Salt Lake City stations are owned 80% by Time Inc. (*Time, Life, Fortune*). Time Inc. also owns 50% of KOB-AM-TV Albuquerque and 100% of KLZ-AM-FM-TV Denver. They did not file comments.

Next step in the proposed rule-making on subscription tv is the filing of reply comments. This is due July 11.

Thereafter, the FCC will study the statements and decide whether to hold a hearing or not. It is firmly believed by most observers that some sort of a hearing—including demonstrations—will be required before the Commission can make up its mind on this controversial and hotly debated subject. This may be scheduled for early fall, it is believed.

The opposition to pay tv by the major interests in broadcasting took the position that the maintenance of the present system of "free" tv was in the public interest.

With complete unanimity, all agreed that the introduction of pay tv—even on a small scale—would spell the doom of the 35-year-old system of American broadcasting.

This would be against the interest of the 35 million owners of tv receivers, they held, and therefore the petition for permission to use subscription tv should be denied.

Pay-as-you-see tv is not "broadcasting" as defined in the Communications Act, they affirmed. If anything, it should be considered common carrier communications, they stated.

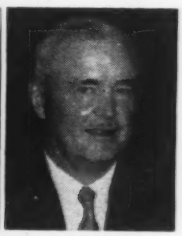
Both the opponents and the proponents of pay tv devoted long sections of their comments to the legislative history concerning charges for broadcast programs. All quoted similar Congressional debates and reports. But the opponents held that these bore out their contentions that pay tv was contrary to the Act,

WHO'S FOR AND AGAINST SUBSCRIPTION TELEVISION

PRO

McDONALD
Zenith

LEVEY
Skiatron



RAIBOURN
Telemeter

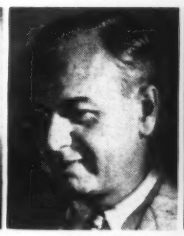
CON

SARNOFF
RCA

STANTON
CBS

KINTNER
ABC

STARR
JCATTv



STORER
Storer

FELLOWS
NARTB

WGAL-TV
WDSU-TV
KPRC-TV
WSAZ-TV
KGUL-TV

while the advocates of pay tv maintained that these same reports upheld their cause.

Both sides leaned heavily on the 1941 Muzak case and this year's fm multiplexing authority.

In the first instance, the music purveyor asked for special authority to transmit its paid program service to its customers over the air—utilizing a "pig squeal" to discourage non-customer listening.

In the latter, the Commission granted fm stations authority to broadcast a second service to paying customers. This is done through multiplexing the station's output, so that a regular broadcast program and special, "tailored" program go out over the same carrier, but the general public receives only the regular program.

In addition to recommending that existing networks be forbidden to engage in pay tv and that advertising be banned on the pay-as-you-see system, Zenith also proposed that pay tv be limited to 15% of a station's broadcast time on an annual basis. It also suggested that a total of no more than three hours of pay tv be permitted in any segment of the broadcast day. This means, Zenith said, that 85% of a station's time will be, perforce, advertising-sponsored tv.

The Zenith plan envisages a franchise holder licensed by Teco to encode station programs and to lease and service decoders and to make collections. Decoders would be leased to the public for from $1 to $2. They will cost about $50 to manufacture on a mass production basis, Zenith said. Stations will choose their own pay tv programs and set prices. They will make arrangements with the local franchise holder for encoding and splitting the income.

Teco, established by Zenith as a separate corporation will act as agent in promoting Zenith's Phonevision system and in granting franchises. It will also act as a program distributor. Zenith will only manufacture the equipment.

Basic method of billing will be through the use of a punch-out card which will have a list of dates and programs and which will give the purchaser the proper combination setting for a decoder when the proper hole is punched.

### Six Months For Tooling

Upon authorization of pay tv, Zenith estimated that it would require six months for tooling up. It would then go into several markets to establish the system, it said. After a year's operation in the first markets, it said it would be ready for expansion.

Zenith said it would initially make all decoders itself. However, when manufacturers began building decoders into receivers, it would license other manufacturers, Zenith explained.

It listed 46 patents on various elements of its pay tv system.

In answering charges that subscription tv would drive out the present system of tv broadcasting, Zenith said:

"We propose that the service be established in a manner and under conditions that will result in a continuation of advertising-type programs with the public paying directly only for those box-office type programs that it elects voluntarily to patronize."

Also on the same subject, Zenith said:

"Sound business as well as public policy requires that subscription television be limited to supplementing and augmenting existing program fare of the advertising type with new and unique program product which is primarily box-office in nature. It is utterly naive to assume that subscription television could obtain public acceptance if it attempted to charge the public for programs now regularly available on a sponsored or sustaining basis. Indeed, we can think of no more certain way of killing the potential program and revenue contribution which subscription television can make to our national television system than for broadcasters to attempt to charge for the type of sponsored and sustaining programs now being broadcast on a regular or unrestricted basis, for the simple reason that the public will not pay for them."

Zenith's attitude toward advertising-sponsored tv was summed up in this statement:

"We do not suggest nor imply herein that advertising will not support a substantial amount of television service. It is now supporting, and will continue to support a great number of programs. The economic factors of advertising, however, impose limitations on the scope and type of television service it is possible to render which are far short of both the technical capacity of the service and the appetite of the

**SUBSCRIPTION TV:** *Continued on page 74.*

# WHAT ADMEN SAY ABOUT TOLL TV

SOME leading midwest agency and advertising executives apparently have given little thought to toll tv and what government approval would mean to them.

The same would seem to be true of a number of other advertising representatives who attended the golden jubilee convention of the Adv. Federation of America in Chicago last week but who did not appear in panel discussions. Comment for the record was at a premium.

The thorny toll tv issue did arise during the convention, along with another "hot potato"—the government's antitrust suit against advertiser-agency-publisher groups—but drew a blank as a subject of controversy.

It cropped up officially during a panel session of leading midwest agency and advertiser representatives after luncheon Tuesday—but few executives cared to comment. The subject also was raised Monday at a session on "The Economic and Social Forces at Work."

But one top agency executive did not hesitate to go out on a limb when queried specifically by B•T for his views, though he had no formal statement as such. Fairfax M. Cone, president of Foote, Cone & Belding, observed that sentiment for subscription television among "non-professional people" evidently stems from their belief they will get operas, plays and other cultural events they are not now receiving—or so-called "less popular" fare.

He made this observation:

"I don't think they will get one of these things. Who would subsidize it? I am quite happy with commercial television in this particular area as it is now. There is no dearth of educational and other similar features on tv today," he asserted, though conceding that sometimes they are not telecast in convenient hours.

Mr. Cone said he felt that the growth of educational tv would help take up any cultural slack.

Earle Ludgin, board chairman, Earle Ludgin & Co., Chicago, at Tuesday's session reiterated an expressed belief of a year ago that some form of subscription television "was coming." He commented: "I sincerely believe it will be necessary for the FCC to permit some form." But he raised the question of whether it might not take the form of an advertising medium and felt it could pose "a serious problem for advertisers."

Melvin Brorby, senior vice president of Needham, Louis & Brorby Inc., told B•T later that he had no specific comment on these two questions raised on the panel: (1) What do agencies think of pay-as-you-see tv and (2) How will it affect commercial television?

But Mr. Brorby added that his basic philosophy is "not to rule out" anything that might "improve the fundamental power and efficiency of television." He commented that television has not been utilized "to its fullest power." He said that, speaking personally and not for the agency's tv department, "we are not afraid of anything that is revolutionary in concept."

Manufacturing representatives who are good broadcast advertisers are staying out of the controversy at this time because, as one put it, "its Zenith's baby at present."

At least one newspaper, John S. Knight's *Chicago Daily News*, took the occasion during AFA convention week to editorialize: "Let Those Who Wish Pay."

Actually the only inkling of what pay tv would mean to advertisers was posed during a general session Monday by Dallas W. Smythe, research professor, Institute of Communications Research & Economics Dept., U. of Illinois, and consultant to the anti-toll tv proponents in the theatre bloc.

Mr. Smythe noted the appeal of no advertising on paid tv, particularly among "better-educated groups," but claimed that "a far greater number of people either like or tolerate advertising on tv."

He declared:

". . . If the FCC should approve pay-to-see tv . . . and if the broadly hinted promise of no advertising were kept . . . it would certainly mean that advertising would be barred from tv beginning in the prime evening hours. The result would be, in time, this powerful advertising medium would be closed to you."

Even if advertising were allowed on paid tv, "that part of the public which had understood that the pay program would include no advertising would resent what they would consider a double-cross," Mr. Smythe said. "The much larger segment of the public which now accepts advertisements on sponsored tv would resent having to pay money and also watch advertisements during the program."

Adding up these considerations and "the weight of the half century of tradition that the airwaves are properly subject to government regulation in the public interest whereas the printed media are not, you come out with a dim view of the future of advertising on pay-tv," Mr. Smythe concluded.

"The alternative to bad public relations for tv advertisers might well be to submit to strict controls on the amount, subject matter and location in the program of advertising matter," he asserted.

# LACK OF BRILLIANCE IN ADV., HIGH COST SCORED AT AFA

**Fairfax Cone, ad agency president, hammers at admen who he says are putting out 'paid publicity' instead of sales-increasing copy. Swift & Co. executive asserts some tv costs are abusive. Topics basic to whole advertising field are discussed.**

OVER 1,100 major advertisers are more mindful than ever of their vital roles as creative and social forces in the nation's expanding economy, complicated by the emergence of television as a powerful medium on the American scene, and by various other factors. And some 2,000 members of the Advertising Federation of America, meeting last week at the Golden Jubilee Convention in Chicago, were told bluntly that this advertising battle for $8 billion is being fought with a "lack of brilliance."

The role of television—and the prospects of color tv as well as radio—with the undercurrent considerations of budget costs—seeped into all major talks, along with such explosive subjects as toll tv and the government's antitrust action against advertising and publishing trade associations. These and other topics permeated the atmosphere of AFA's three day meeting at the Palmer House.

Delegates were told that choice of media must be complementary and properly balanced; that there must be more good creative copy in advertising to appeal to the consumer; that color tv will be here ("By Labor Day We're on Our Way"); that toll tv may or may not be inevitable; that there is not much need for concern about the Justice Dept. suit against AAAA, ANPA and other groups on the advertising agency recognition system, and about what the future holds for radio (see separate stories).

### Radio's Value Underscored

Radio was hailed at one point as a continuing "valuable advertising media," to be included in any budget considerations of major advertisers.

Highlight of the three-day convention was a post-luncheon discussion Tuesday, featuring these speakers-panelists: Melvin Brorby, senior vice president, Needham, Louis & Brorby; Leo Burnett, president, Leo Burnett Co.; Fairfax M. Cone, president, Foote, Cone & Belding; Frank J. Cornwell, director of advertising and sales promotion, Monsanto Chemical Co.'s Merchandising Div.; Earle Ludgin, board chairman, Earle Ludgin & Co.; John B. McLaughlin, advertising and sales director, Kraft Foods Co., and Edward R. Taylor, marketing vice president, Motorola Inc. Sidney Bernstein, convention general chairman, served as moderator.

They discussed the question: "What Changes Can We Expect in Advertising?"

Mr. Cone stated that "just now the battle of $8 billion is being fought with a lack of brilliance that is a challenge to everyone in our business." He said that if "it isn't creative it isn't really advertising at all" but "only paid publicity." He blamed printed media more than television for inadequacies in this regard.

The view was expressed by Mr. Burnett that the best advertising today departs from the concept that it is a "very personal medium of communication between the advertiser and millions of individual flesh and blood human beings." He predicted a new era of opportunity for the truly creative advertising person and a "great new wave of interest in motivational research."

Mr. Brorby felt that advertising that "doesn't win friendliness doesn't win sales." He called for advertising more closely harnessed to sales, based more than ever on marketing skill and knowledge, more flexibly attuned to best media advantages and more imaginative copy.

"Some of the old patterns will unfreeze," Mr. Brorby said. "Color television will come of age and force many changes in the use of other media . . . new ways will be created to reach consumer minds with competitive sales messages."

Ray Weber, advertising manager of Swift & Co., scored abuses of tv in a statement read by the moderator. Mr. Weber, who was hospitalized, asserted:

"Television is an influential medium, but productivity of television advertising is being emaciated, if not murdered, by malpractices within the industry. Some current practices in the buying and handling of props seems to be reaching racket proportions." He suggested "truth in advertising" as a more positive means of productivity. He raised the question of whether advertising is not "pricing itself out of business" and asked:

"Are mounting costs and spiraling budgets reaching a ceiling above which there is no profitable return for the user?" Mr. Weber also felt that the "excessive differential" between newspaper national and retail rates in many cities has been a "burden to national advertisers for many years."

Mr. McLaughlin called for "more effective management, new advertising practices and techniques, more market and consumer research, and perhaps even new and radical advertising and marketing concepts."

Mr. Cornwell, stressing research survives by trade groups, commented:

" . . . Media voices—such as ANPA's Bureau of Advertising and . . . Television Bureau of Advertising—should be heard in Kankakee as well as in Los Angeles, at the used car lot as well as the General Motors Bldg."

Plea for a "necktie economy," an elaboration of the old "two-car-family" idea, was delivered by Mr. Taylor, in emphasizing the need for keeping the consumer always in a buying frame of mind about new tv sets, cars and other products he already has. He predicted broadening of motivational research activities and a resurgence of "abject sincerity and believability in advertising messages." He also foresaw a more influencing role for color in all media.

The size of advertising budgets and how they are determined cropped up in the question-and-answer session. Mr. Taylor acknowledged that most were "too little," while Mr. Cone noted a change from years ago when advertisers felt there was no need to advertise because business was good, or felt they couldn't afford it when business wasn't good.

The suggestion was raised that perhaps in the future, with a continued expanding economy accounting for a potential $17 billion in ad expenditures, tv might derive as much as 20% of budgets. Ad outlays now are tabbed at roughly $8 billion.

Mr. McLaughlin said Kraft Foods Co. never has been able to ascertain what part of advertising sells products, and compared the ad budget situation to a football team. He suggested "proper balance" among media—"all have to be used, each has its place." His football reference was to the winning and losing ways of teams.

Mr. Taylor felt color tv is definitely here—or will be at least by Labor Day, and attributed current drawbacks to (1) a limited number of color shows, which he noted will be increased by fall, and (2) public beliefs about servicing problems. Motorola has found, he reported, that in the case of color tv there has been an average of only 1.9 calls per set over a nine-month period.

Key luncheon talks were given last week by executives of two leading advertisers—Walter R. Barry, vice president, General Mills Inc., and Clarence E. Eldridge, executive vice presi-

**BALCONY SHOT catches agency and advertising executives in the question-and-answer panel session during AFA's Golden Jubilee Convention. L to r: Melvin Brorby, Needham, Louis & Brorby; Edward R. Taylor, Motorola Inc.; Earle Ludgin, Earle Ludgin & Co.; Sidney Bernstein, moderator; John McLaughlin, Kraft Foods Co.; Fairfax Cone, Foote, Cone & Belding; Frank J. Cornwell, Monsanto Chemical Co.; Leo Burnett, Leo Burnett Co.**

# THE FACTS AND FIGURES OF NETWORK ADVERTISING

## SIX SPEND OVER $1 MILLION IN NETWORK TV DURING MARCH

NETWORK TV's growing popularity in the monthly budgets of top national advertisers is again indicated in the figures for March supplied by Publishers Information Bureau.

On the basis of this data, two-thirds of the top 10 network tv advertisers are spending more than $1 million per month on the network medium. And one advertiser—Procter & Gamble—is spending more than $2.6 million per month on network tv alone.

In March, General Foods Corp., spending $1,078,988 on network tv, became the sixth advertiser in network tv's top 10 to shoot over the $1 million monthly mark.

Adding network radio monthly expenditures, P & G's March total comes to a combined radio-tv network total of $3,567,849, about $400,000 above February, more than $200,000 over January and more than $400,000 above December 1954.

Also on that basis, Colgate-Palmolive and General Motors neared the monthly $2 million mark—C-P with $1,939,166 and GM with $1,888,717. Another heavy spender for March, Gillette, recorded a combined radio-tv network total of $1,480,610 and Lever Bros., $1,124,600. Chrysler Corp. spent nearly $1.3 million in network tv alone.

Of the $1 million-or-more list in the top ten tv network advertisers, the categories generally covered: drugs and toiletries (includes some soap products), foods and automotive. Two tobacco firms, R. J. Reynolds and American Tobacco, were in the more than $900,000 and the more than $800,000 level, respectively.

P & G also boosted its network radio spending in March over the preceding

## ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MARCH OF 1955 AND 1954 WITH JANUARY—MARCH TOTALS

### GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH 1955, COMPARED TO 1954

| | March '55 | Jan.-Mar. '55 | March '54 | Jan.-Mar. '54 |
|---|---|---|---|---|
| Apparel, Footwear & Access. | $ 408,248 | $ 1,003,368 | $ 374,171 | $ 1,048,853 |
| Automotive, Auto. Equip. & Access. | 3,724,709 | 10,469,081 | 2,367,563 | 6,713,573 |
| Beer, Wine & Liquor | 561,864 | 1,562,930 | 588,792 | 1,588,514 |
| Bldg. Materials, Equip. & Fixtures | 107,589 | 238,112 | 144,729 | 333,523 |
| Confectionery & Soft Drinks | 786,881 | 2,403,295 | 628,299 | 1,964,495 |
| Consumer Services | 120,806 | 418,643 | 69,072 | 242,909 |
| Drugs & Remedies | 1,938,068 | 5,700,462 | 1,186,114 | 3,617,969 |
| Food & Food Products | 7,203,704 | 20,661,231 | 5,381,389 | 14,617,701 |
| Gasoline, Lubricants & Other Fuel | 362,953 | 1,220,227 | 203,222 | 905,884 |
| Horticulture | .... | 4,746 | .... | .... |
| Household Equipment & Supplies | 2,806,600 | 8,445,112 | 2,472,046 | 6,732,682 |
| Household Furnishings | 236,848 | 704,514 | 469,474 | 1,299,372 |
| Industrial Materials | 701,645 | 1,848,638 | 631,633 | 1,566,375 |
| Insurance | 160,280 | 508,493 | 169,324 | 448,942 |
| Jewelry, Optical Goods & Cameras | 452,531 | 1,243,873 | 252,530 | 681,902 |
| Office Equip., Stationery & Writing Supplies | 518,267 | 1,691,991 | 381,945 | 1,073,076 |
| Publishing & Media | 70,614 | 219,563 | 12,075 | 49,325 |
| Radios, Tv Sets, Phonographs, Musical Instruments & Access. | 969,756 | 2,639,339 | 713,663 | 2,128,094 |
| Retail Stores & Direct by Mail | .... | 10,392 | .... | 42,345 |
| Smoking Materials | 3,600,922 | 10,250,957 | 3,464,584 | 10,066,117 |
| Soaps, Cleansers & Polishes | 3,728,295 | 10,514,981 | 3,036,822 | 7,945,090 |
| Sporting Goods & Toys | 4,818 | 22,674 | .... | 28,900 |
| Toiletries & Toilet Goods | 5,718,926 | 16,519,250 | 3,335,222 | 10,106,309 |
| Travel, Resorts & Hotels | 37,980 | 124,425 | 155,046 | 460,881 |
| Miscellaneous | 375,955 | 994,126 | 232,901 | 736,251 |
| TOTAL | $34,594,139 | $99,319,468 | $26,270,616 | $74,399,082 |

### LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH 1955

| | |
|---|---|
| Best Foods Inc. | $ 66,930 |
| General Motors Corp. | 1,068,901 |
| Pabst Brewing Co. | 243,936 |
| Johns-Manville Corp. | 48,780 |
| The Coca-Cola Co. | 275,062 |
| Electric Cos. Adv. Program | 82,656 |
| American Home Products | 658,839 |
| General Foods Corp. | 1,078,988 |
| Gulf Oil Corp. | 157,645 |
| General Electric Co. | 541,586 |
| Armstrong Cork Co. | 145,680 |
| U. S. Steel Corp. | 189,750 |
| Prudential Ins. Co. of America | 98,352 |
| Eastman Kodak Co. | 142,980 |
| W. A. Shaeffer Pen Co. | 152,539 |
| Crowell-Collier Publishing Co. | 45,145 |
| Admiral Corp. | 241,250 |
| R. J. Reynolds Tobacco Co. | 911,201 |
| Procter & Gamble Co. | 2,221,536 |
| Outboard Marine & Mfg. | 4,818 |
| Colgate-Palmolive Co. | 1,173,953 |
| Pan-American World Airways | 37,980 |
| Quaker Oats Co. | 119,460 |

Source: Publishers Information Bureau

*The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of March 1955.*

**TOP TEN TV NETWORK ADVERTISERS IN MARCH 1955**

| | | |
|---|---|---|
| 1. | Procter & Gamble | $2,637,626 |
| 2. | Colgate-Palmolive | 1,607,949 |
| 3. | General Motors | 1,319,736 |
| 4. | Chrysler | 1,286,179 |
| 5. | General Foods | 1,078,988 |
| 6. | Gillette | 1,040,342 |
| 7. | R. J. Reynolds Tobacco | 911,201 |
| 8. | American Tobacco | 828,937 |
| 9. | Lever Bros. | 802,147 |
| 10. | General Mills | 746,033 |

**TOP TEN RADIO NETWORK ADVERTISERS IN MARCH 1955**

| | | |
|---|---|---|
| 1. | Procter & Gamble | $930,223 |
| 2. | General Motors | 568,981 |
| 3. | Gillette | 440,268 |
| 4. | Miles Labs | 403,043 |
| 5. | Lever Bros. | 378,570 |
| 6. | American Home Prods. | 332,013 |
| 7. | Colgate-Palmolive | 331,277 |
| 8. | Liggett & Myers Tob. | 269,227 |
| 9. | National Dairy Prods. | 262,732 |
| 10. | Swift & Co. | 248,108 |

months of the year, about $100,000 more than either its February or January network radio gross. It was still some $300,000 under its radio network expenditure of March 1954, however.

In the March radio top 10, Swift & Co. was back and General Mills was out compared to February's list. Compared to the same month last year, General Motors and National Dairy Products were new, replacing Sterling Drug and General Foods.

In tv, the list comparing March with February remained the same while on the basis of comparison with March 1954, Chrysler Corp. replaced P. Lorillard Co. in the top 10.

Gross billings of the tv networks were up more than $8 million last March above that month in 1954—the same boost registered last February above the same month of the previous year. Radio networks' gross time sales were down nearly $2.7 million, also a repetition of the February-to-February comparison.

Nearly all product groups in network radio showed less spending in March 1954 by national advertisers, with the reverse generally true for network tv product groups. More than $7 million was spent in network tv by food advertisers; over $5.7 million by advertisers of toiletries and toilet goods; more than $3.7 million by both automotive and soap advertisers and some $3.6 million by advertisers of smoking materials.

In network radio, food and food product advertising accounted for better than $2.3 million. Other categories over the million mark: drugs and remedies; toiletries and toilet goods; soaps, cleansers and polishes.

## ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MARCH OF 1955 AND 1954 WITH JANUARY—MARCH TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH 1955, COMPARED TO 1954

| | March '55 | Jan.-Mar. '55 | March '54 | Jan.-Mar. '54 |
|---|---|---|---|---|
| Agriculture & Farming | $ 41,926 | $ 131,660 | $ 97,101 | $ 267,548 |
| Apparel, Footwear & Access. | | 44,668 | 73,812 | 196,182 |
| Automotive, Auto Equip. & Access. | 874,592 | 2,531,375 | 1,060,221 | 2,610,716 |
| Beer, Wine & Liquor | 138,813 | 302,105 | 295,532 | 610,069 |
| Bldg. Materials, Equip. & Fixtures | | 15,369 | 145,579 | 458,489 |
| Confectionery & Soft Drinks | 199,805 | 547,349 | 256,934 | 710,805 |
| Consumer Services | 64,158 | 216,688 | 184,589 | 511,585 |
| Drugs & Remedies | 1,355,224 | 4,001,014 | 1,863,534 | 5,355,442 |
| Food & Food Products | 2,331,739 | 6,680,700 | 2,883,695 | 8,245,006 |
| Freight, Industrial & Agricultural Development | 143,917 | 388,743 | | |
| Gasoline, Lubricants & Other Fuel | 464,893 | 1,348,127 | 577,456 | 1,728,117 |
| Horticulture | 22,688 | 34,032 | 22,640 | 33,960 |
| Household Equipment & Supplies | 249,132 | 801,437 | 355,296 | 1,015,269 |
| Household Furnishings | 64,283 | 167,038 | 67,376 | 191,213 |
| Industrial Materials | | | 69,224 | 230,779 |
| Insurance | 355,770 | 976,272 | 204,847 | 583,373 |
| Jewelry, Optical Goods & Cameras | 170,958 | 529,944 | 144,213 | 349,645 |
| Office Equip., Stationery & Writing Supplies | 84,984 | 331,086 | 139,812 | 301,864 |
| Publishing & Media | 218,181 | 557,211 | 51,353 | 177,248 |
| Radios, Tv Sets, Phonographs, Musical Instruments & Access. | 131,873 | 349,906 | 158,355 | 585,605 |
| Retail Stores & Direct by Mail | | 11,383 | | |
| Smoking Materials | 964,729 | 2,805,233 | 1,160,894 | 3,411,979 |
| Soaps, Cleansers & Polishes | 1,167,799 | 3,258,378 | 1,458,998 | 4,027,951 |
| Sporting Goods & Toys | | | 294 | 294 |
| Toiletries & Toilet Goods | 1,286,109 | 3,555,131 | 1,830,753 | 5,404,237 |
| Travel, Resorts & Hotels | 34,500 | 96,000 | 79,035 | 205,914 |
| Miscellaneous | 825,077 | 2,556,189 | 725,560 | 2,199,232 |
| TOTAL | $11,236,150 | $32,237,038 | $13,907,103 | $39,412,522 |

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH 1955

| | |
|---|---|
| Allis-Chalmers Mfg. Co. | $ 34,784 |
| General Motors Corp. | 493,813 |
| Anheuser-Busch Inc. | 80,753 |
| William Wrigley Jr. Co. | 124,999 |
| American Tel. & Tel. Co. | 62,611 |
| Miles Labs | 403,043 |
| National Dairy Products Corp. | 262,732 |
| Aero Mayflower Transit Co. | 134,527 |
| Standard Oil Co. of Indiana | 110,133 |
| Ferry-Morse Seed Co. | 22,688 |
| Seeman Brothers Inc. | 99,057 |
| Burton-Dixie Corp. | 40,007 |
| Mutual Benefit Health & Acc. | 94,994 |
| Longines-Wittnauer Watch Co. | 170,958 |
| Hallmark Cards | 53,664 |
| Kiplinger Washington Agency | 82,161 |
| RCA | 73,224 |
| Liggett & Myers Tobacco Co. | 269,227 |
| Procter & Gamble Co. | 658,253 |
| Gillette Co. | 440,268 |
| State of Florida | 34,500 |
| American Federation of Labor | 119,337 |

dent, Campbell Soup Co. Mr. Barry called on radio, tv and printed media to be researcher, marketer, merchandiser, promoter and media specialist. He attributed high American economy to "informative, persuasive advertising" and pioneering of products and services by business.

Ben R. Donaldson, new AFA board chairman, lauded radio-tv outlets and other media for contributing time and space to AFA's program to inform the public on advertising's importance. He reviewed plans for celebration of National Advertising Week next February.

Dallas W. Smythe, Institute of Communications Research and Economics Dept., U. of Illinois, spoke on "Tomorrow's Media." He took a dim view of toll tv prospects and also made these points:

(1) Growth of the children's market in the next 10 years will lead advertisers to develop suitable program material for them, as an aftermath of protests now over alleged bad effects of radio-tv and comic books.

(2) Possible future innovations in electronic media are "impressive in scope" and by 1965 the bulk of home receivers probably will be equipped for color, and most network shows will be so transmitted. Color tv will be followed by 3-D color. There will be close to 1,000 tv stations serving over 90% of an expected 58 million homes.

"It is apparent that at lower time rates than in its hey-day, radio will continue to be valuable as an advertising medium, with more stress on specialization," Prof. Smythe asserted.

# DONALDSON ELECTED CHAIRMAN OF AFA

ELECTION of Ben R. Donaldson, director of institutional advertising for Ford Motor Co., as board chairman of Advertising Federation of America, was announced at AFA's 50th annual convention in Chicago Tuesday evening. He previously had served as vice chairman and succeeds Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, who was named a director for two years.

MR. DONALDSON

Among directors re-elected for two-year terms was J. L. Van Volkenburg, president of CBS-TV. Elon Borton was re-elected to his paid post of AFA president and general manager.

Mr. Donaldson was succeeded as vice chairman by Robert M. Feemster, executive committee chairman, *Wall Street Journal*. William G. Werner, director of public and legal services, Procter & Gamble, was elected treasurer and Viola Erickson, executive vice president, Cleveland Better Business Bureau, was re-elected secretary. Robert MacNeal, president of Curtis Pub. Co., was elected a director.

Mr. Donaldson has been active in advertising circles for many years, serving as chairman of the Assn. of National Advertisers (1953-54) and AFA treasurer for four years.

In other elections, the Council on Advertising Clubs (men's clubs in AFA) named Bert S. Gittins, of the Milwaukee advertising agency bearing his name, as chairman. New vice chairmen are Roy Baccus, commercial manager, WBAP-AM-TV Fort Worth, and Shields Johnson, general manager, *Times-World News* of Roanoke. All three automatically ascend to vice presidents' posts with AFA.

Heading the Council on Woman's Advertising Clubs of AFA is Mary E. Busch, vice president of Emery Adv. Corp., Baltimore, who also becomes an AFA vice president.

Other new AFA directors are Mel G. Grinspan, Black and White Stores, Memphis, and onetime AFA vice president; Clair Henderson, Rippey, Henderson, Kostka & Co., Denver; Roger M. Holt, Munsingwear, Minneapolis, and John L. Briggs, Southland Insurance Co., Dallas.

# ANTITRUST SUIT EFFECTS CONSIDERED BY AFA PANEL

**Little disruption to basic advertising pattern is anticipated. Some feel investigation would be 'healthy in the long run'.**

TRADITIONAL structure of advertising with its conventional pattern of relationships between agencies and their clients probably will continue much as it has in the past, regardless of the outcome of the government's antitrust suit against the AAAA, ANPA and other groups on the 15% commission issue.

In fact, on the basis of comments by leading midwest agency and advertising executives at last week's AFA convention in Chicago, the industry would even welcome such an investigation.

The civil antitrust suit, filed last month in New York District Court by the Dept. of Justice, which has set July 5 as deadline for comments [B•T, June 6, May 16], was on everybody's lips during the AFA convention. It was brought out in the open during a panel session at the Palmer House last Tuesday, though obviously AFA was not expected to take any formal action.

### Admen Unperturbed

Leading executives expressed little concern over the restraint-of-trade suits leveled against advertising and publishing groups over the advertising agency recognition system.

Among those executives who commented on the government action and its possible effects on advertising, in a question-and-answer take, were Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; Edward R. Taylor, marketing vice president, Motorola Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co.; John McLaughlin, director of sales and advertising, Kraft Foods Co.; Fairfax Cone, president, Foote, Cone & Belding; Frank J. Cornwell, director of advertising and sales promotion, Monsanto Chemical Co. (merchandising div.), and Leo Burnett, president of Leo Burnett Co.

Mr. Brorby said frankly, "We are not worried about it [the suit] at all," adding that in his personal opinion, it isn't anything to be very much concerned about. "The forces of advertising will move in the same paths," he added, noting there would be cause for worry if agencies were not rendering "proper services."

The view that "the government has a bear by the tail" was sounded by Mr. Taylor. He doesn't think agencies overcharge and felt the suit smacks a little of that filed against the Great Atlantic & Pacific Tea Co. a few years ago.

Mr. Ludgin commented that if the government wins its suit, "there'll be great confusion for a while. If this had happened 20 years ago, he observed, before the traditional advertising agency pattern had been well established, stability of the industry might have been affected. Today industry is better able to cope with it."

That there could ensue some "temporary confusion" also was concurred in by Mr. McLaughlin. He noted that some people "think a mad scramble" will take place, with "under-the-table" deals, but felt "American ingenuity will figure a way out to continue this basic relationship" among agencies and their clients.

Mr. Cone felt the suit "may be a pretty good thing because some people who have considered the 15% commission standard may not find it so standard after all." He thought publication of agency costs and results in the suit might be helpful.

Mr. Cornwell noted that the agency service has meant much in the development of marketing strategy and that, regardless, a "system of remuneration would be worked out on an equitable basis."

Mr. Burnett also felt an investigative "airing may be healthy in the long run" for the advertising industry—even if the issue goes to the U. S. Supreme Court.

# Walters Warns AFA Against Taking Freedom For Granted

WARNING that freedom of the press and broadcasting media, along with other freedoms "too many of us have taken for granted in the U. S.," can "slip away by default" was sounded last week by a top newspaper executive.

The admonition came from Basil (Stuffy) Walters, executive editor of the *Chicago Daily News* and other Knight newspaper properties. He spoke briefly at a luncheon Tuesday during the 50th annual convention of the Advertising Federation of America.

Sanctioning the idea of a "Freedom of the Press Day" and the work of the International Press Institute at Geneva, Mr. Walters noted a certain apathy about freedoms which he termed "very dangerous." He asserted that "the truth must be voiced at all times to counter the lies."

Mr. Walters joined advertising with the continued fight for freedom in all media. He also noted that through the years advertisers who established themselves in the public mind and discontinued advertising fell by the wayside.

ANNUAL "Advertising Woman of the Year" honor went to Joan Gardner (r), promotion and publicity director, St. Louis Fashion Creators. Presenting the award at last week's AFA Golden Jubilee Convention in Chicago is Bea Adams, vice president of Gardner Adv. Co., St. Louis, Miss Adams won the "Ad Woman" title in 1950.

[*A&A continues on page 52*]

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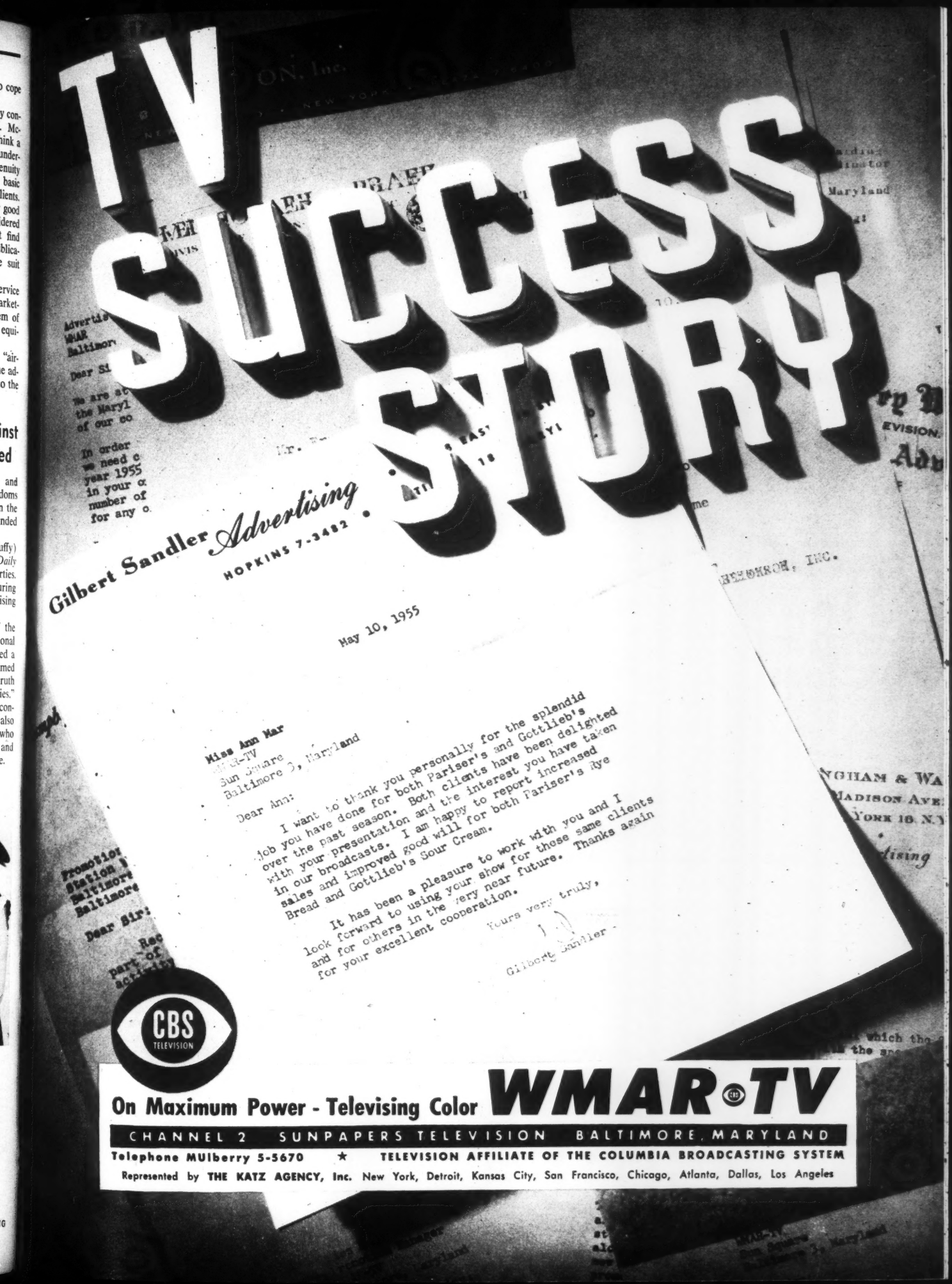
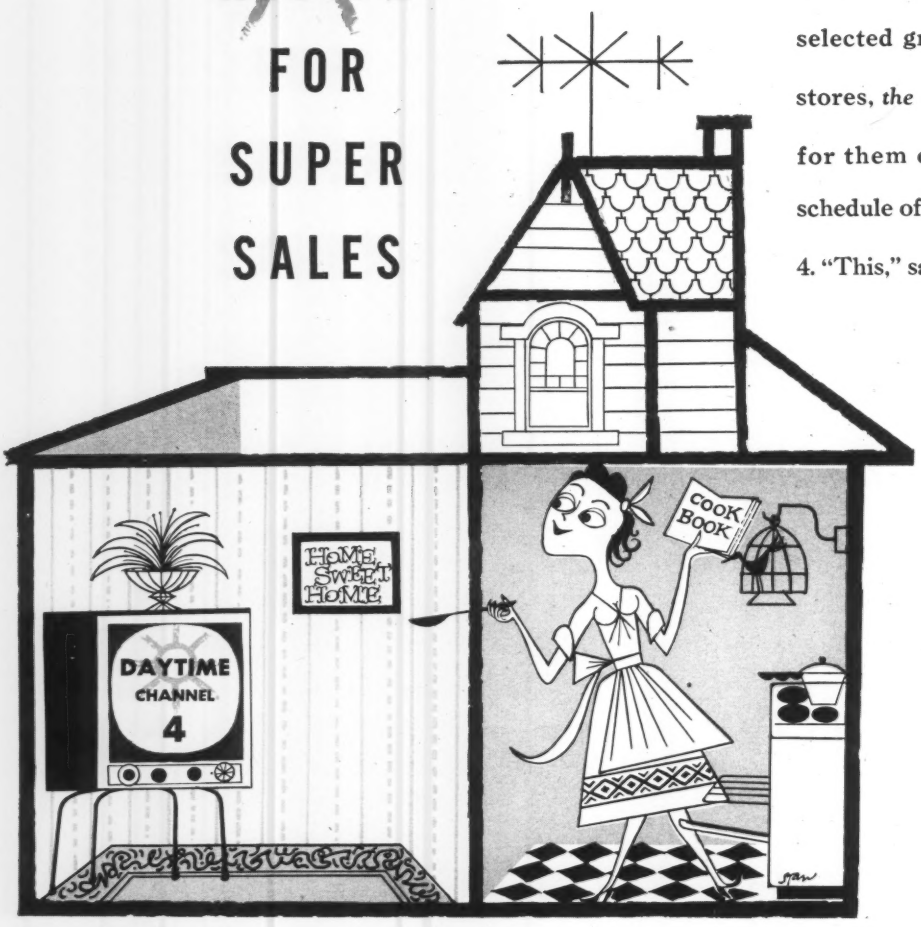

TV SUCCESS STORY
Gilbert Sandler Advertising
HOPKINS 7-3482
May 10, 1955
Miss Ann Mar
WMAR-TV
Sun Square
Baltimore 2, Maryland
Dear Ann:
I want to thank you personally for the splendid job you have done for both Pariser's and Gottlieb's over the past season. Both clients have been delighted with your presentation and the interest you have taken in our broadcasts. I am happy to report increased sales and improved good will for both Pariser's Rye Bread and Gottlieb's Sour Cream.
It has been a pleasure to work with you and I look forward to using your show for these same clients and for others in the very near future. Thanks again for your excellent cooperation.
Yours very truly,
Gilbert Sandler
CBS TELEVISION
On Maximum Power - Televising Color
WMAR-TV
CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

# RECIPE FOR SUPER SALES




When the famous "Culinary Arts" cookbooks went on sale in several selected groups of Nashville food stores, *the entire advertising program* for them consisted of a 26-week schedule of *daytime* spots on Channel 4. "This," said local advertising men, "will be an interesting test of the selling power of WSM-TV's daytime programming."

**RESULTS?**

Successful beyond all expectations: 317,649 copies sold.

For further proof of the selling power of daytime advertising on Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 DAYTIME

**WSM-TV**

*Clearly Nashville's #1 Station*
NBC Affiliate

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# THE 10 TOP FILMS IN 10 MAJOR MARKETS

## AS RATED BY ARB IN MAY

*FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. This is the May report.*

### NEW YORK — SEVEN-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Superman (Flamingo) | Mon. | 6:00 | WCBS-TV | 13.7 |
| 2. Fairbanks Presents (ABC Film) | Wed. | 10:30 | WRCA-TV | 11.3 |
| 3. Little Rascals (Interstate) | M.-F. | 5:30 | WPIX | 9.7 |
| 4. Star & Story (Official) | Sat. | 7:00 | WRCA-TV | 9.2 |
| 5. Sherlock Holmes (UM&M) | Mon. | 7:00 | WRCA-TV | 9.0 |
| 6. Racket Squad (ABC Film) | Thu. | 10:30 | WABC-TV | 8.1 |
| 7. Guy Lombardo (MCA-TV) | Thu. | 7:00 | WRCA-TV | 7.8 |
| 8. Capt. Z-Ro (Atlas) (a.m.) | Sun. | 11:30 | WRCA-TV | 7.4 |
| 9. Wild Bill Hickok (Flamingo) | Wed. | 6:00 | WRCA-TV | 7.2 |
| 10. Mr. District Attorney (Ziv) | Fri. | 10:30 | WABC-TV | 7.1 |

### LOS ANGELES — SEVEN-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Waterfront (MCA-TV) | Tue. | 7:30 | KTTV | 29.2 |
| 2. Badge 714 (NBC Film) | Sat. | 7:30 | KTTV | 24.3 |
| 3. Death Valley Days (Pacific Borax) | Thu. | 7:00 | KNXT | 22.0 |
| 4. Annie Oakley (CBS Film) | Tue. | 7:00 | KTTV | 20.8 |
| 5. Life of Riley (NBC Film) | Sat. | 8:00 | KTTV | 20.0 |
| 6. I Led Three Lives (Ziv) | Sat. | 8:30 | KTTV | 19.1 |
| 7. Stories of the Century (Hollywood) | Sun. | 9:00 | KTTV | 17.0 |
| 8. Science Fiction Theatre (Ziv) | Tue. | 8:00 | KTTV | 14.5 |
| 8. Mr. District Attorney (Ziv) | Mon. | 10:00 | KNXT | 14.5 |
| 10. Superman (Flamingo) | Sat. | 7:00 | KTTV | 14.4 |

### MINNEAPOLIS-ST. PAUL — FIVE-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Badge 714 (NBC Film) | Mon. | 9:30 | KSTP-TV | 26.8 |
| 2. Mr. District Attorney (Ziv) | Thu. | 9:30 | KSTP-TV | 26.1 |
| 3. I Led Three Lives (Ziv) | Tue. | 8:30 | KSTP-TV | 24.2 |
| 4. City Detective (MCA-TV) | Wed. | 8:30 | KSTP-TV | 19.6 |
| 5. Hopalong Cassidy (NBC Film) | Sat. | 8:00 | WCCO-TV | 17.0 |
| 6. Life of Riley (NBC Film) | Sun. | 9:00 | KSTP-TV | 15.2 |
| 7. Lone Wolf (MCA-TV) | Sun. | 8:30 | WCCO-TV | 14.3 |
| 8. Wild Bill Hickok (Flamingo) | Sat. | 4:30 | WCCO-TV | 12.8 |
| 9. Sherlock Holmes (UM&M) | Sun. | 8:30 | KSTP-TV | 11.7 |
| 10. Ellery Queen (TPA) | Fri. | 10:30 | KSTP-TV | 9.6 |

### SEATTLE-TACOMA — FIVE-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Waterfront (MCA-TV) | Fri. | 7:30 | KOMO-TV | 30.8 |
| 2. Badge 714 (NBC Film) | Fri. | 9:30 | KING-TV | 30.1 |
| 3. Superman (Flamingo) | Mon. | 6:00 | KING-TV | 27.3 |
| 4. Mr. District Attorney (Ziv) | Fri. | 9:00 | KING-TV | 26.5 |
| 5. Life of Riley (NBC Film) | Thu. | 7:30 | KING-TV | 25.2 |
| 6. Annie Oakley (CBS Film) | Thu. | 7:00 | KING-TV | 24.6 |
| 7. Liberace (Guild) | Wed. | 8:30 | KING-TV | 24.5 |
| 8. Life with Elizabeth (Guild) | Mon. | 7:00 | KOMO-TV | 22.0 |
| 9. City Detective (MCA-TV) | Fri. | 8:30 | KING-TV | 19.5 |
| 10. Victory at Sea (NBC Film) | Fri. | 9:30 | KOMO-TV | 14.1 |

### CHICAGO — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Mayor of the Town (MCA-TV) | Sat. | 10:00 | WNBQ | 24.8 |
| 2. Science Fiction Theatre (Ziv) | Sat. | 10:30 | WNBQ | 18.0 |
| 3. Mr. District Attorney (Ziv) | Fri. | 9:30 | WBKB | 14.1 |
| 4. Liberace (Guild) | Wed. | 9:30 | WGN-TV | 12.9 |
| 5. Wild Bill Hickok (Flamingo) | Sun. | 1:30 | WBKB | 12.1 |
| 5. Annie Oakley (CBS Film) | Sun. | 2:00 | WBKB | 12.1 |
| 7. Racket Squad (ABC Film) | Tue. | 8:30 | WGN-TV | 11.9 |
| 8. Eddie Cantor (Ziv) | Mon. | 9:30 | WNBQ | 11.7 |
| 8. H. Christian Andersen (Interstate) | Sun. | 2:30 | WBKB | 11.7 |
| 10. Badge 714 (NBC Film) | Tue. | 8:00 | WGN-TV | 10.2 |

### WASHINGTON — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Life of Riley (NBC Film) | Fri. | 8:30 | WRC-TV | 21.1 |
| 2. Superman (Flamingo) | Tue. | 7:00 | WRC-TV | 19.9 |
| 3. I Led Three Lives (Ziv) | Mon. | 10:30 | WRC-TV | 15.5 |
| 4. Wild Bill Hickok (Flamingo) | Thu. | 7:00 | WRC-TV | 15.4 |
| 5. Sherlock Holmes (UM&M) | Mon. | 7:00 | WRC-TV | 13.4 |
| 6. Appt. with Adventure (ABC Film) | Sun. | 10:00 | WTOP-TV | 11.0 |
| 7. Ramar of the Jungle (TPA) | Wed. | 7:00 | WTOP-TV | 10.6 |
| 8. Badge 714 (NBC Film) | Fri. | 7:00 | WRC-TV | 10.2 |
| 9. Annie Oakley (CBS Film) | Fri. | 7:00 | WTOP-TV | 9.8 |
| 10. Little Rascals (Interstate) | Wed. | 7:00 | WRC-TV | 9.0 |

### ATLANTA — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Racket Squad (ABC Film) | Sun. | 10:00 | WSB-TV | 29.5 |
| 2. Waterfront (MCA-TV) | Thu. | 9:30 | WAGA-TV | 20.7 |
| 3. Stories of the Century (Hollywood) | Sat. | 11:00 | WSB-TV | 19.8 |
| 4. Favorite Story (Ziv) | Tue. | 9:30 | WAGA-TV | 16.9 |
| 5. I Led Three Lives (Ziv) | Wed. | 10:30 | WSB-TV | 13.6 |
| 6. Mr. District Attorney (Ziv) | Fri. | 7:00 | WSB-TV | 12.8 |
| 7. Star & Story (Official) | Sun. | 10:30 | WSB-TV | 12.4 |
| 8. Heart of the City (MCA-TV) | Fri. | 10:30 | WSB-TV | 12.0 |
| 9. Appt. with Adventure (ABC Film) | Sun. | 9:00 | WAGA-TV | 11.2 |
| 10. Superman (Flamingo) | Wed. | 7:00 | WSB-TV | 10.7 |

### CLEVELAND — THREE-STATION MARKET

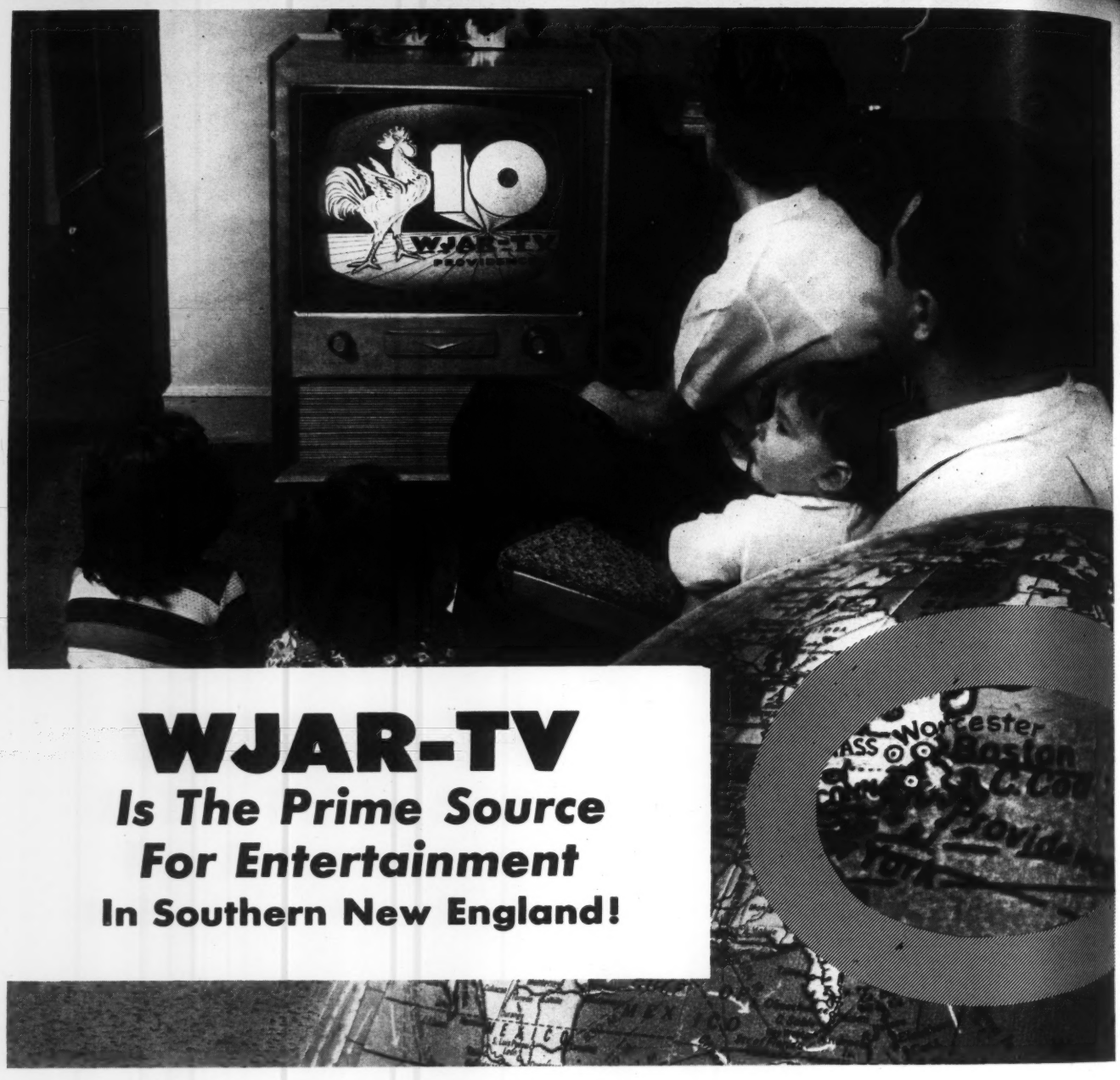
| | | | | |
|---|---|---|---|---|
| 1. Little Rascals (Interstate) | M.-F. | 6:00 | WEWS | 20.8 |
| 2. Annie Oakley (CBS Film) | Sat. | 6:30 | WXEL | 18.5 |
| 3. I Led Three Lives (Ziv) | Fri. | 10:30 | WXEL | 17.0 |
| 4. Badge 714 (NBC Film) | Fri. | 7:00 | WNBK | 16.8 |
| 5. Buffalo Bill Jr. (CBS Film) | Sat. | 6:00 | WNBK | 14.8 |
| 6. Foreign Intrigue (Reynolds) | Sun. | 10:00 | WEWS | 14.1 |
| 7. The Whistler (CBS Film) | Sat. | 7:00 | WNBK | 13.2 |
| 8. Waterfront (MCA-TV) | Wed. | 7:00 | WEWS | 12.7 |
| 8. Sherlock Holmes (UM&M) | Mon. | 10:30 | WNBK | 12.7 |
| 10. Liberace (Guild) | Wed. | 9:00 | WEWS | 12.3 |

### BOSTON — TWO-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Range Rider (CBS Film) | Sun. | 7:00 | WBZ-TV | 31.7 |
| 2. I Led Three Lives (Ziv) | Mon. | 7:30 | WNAC-TV | 28.5 |
| 3. Mr. District Attorney (Ziv) | Tue. | 10:30 | WNAC-TV | 26.2 |
| 4. Death Valley Days (Pacific Borax) | Fri. | 10:30 | WNAC-TV | 24.8 |
| 5. Ellery Queen (TPA) | Sun. | 10:30 | WNAC-TV | 23.0 |
| 6. Superman (Flamingo) | Fri. | 6:30 | WNAC-TV | 17.8 |
| 7. Wild Bill Hickok (Flamingo) | Tue. | 6:30 | WNAC-TV | 15.6 |
| 8. Badge 714 (NBC Film) | Wed. | 6:30 | WNAC-TV | 13.2 |
| 9. Foreign Intrigue (S. Reynolds) | Mon. | 10:30 | WBZ-TV | 12.6 |
| 10. Lone Wolf (MCA-TV) | Sat. | 10:30 | WNAC-TV | 11.8 |

### DAYTON — TWO-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Man Behind the Badge (MCA-TV) | Fri. | 9:30 | WHIO-TV | 32.8 |
| 2. Mr. District Attorney (Ziv) | Wed. | 9:30 | WLWD | 23.8 |
| 3. Waterfront (MCA-TV) | Sat. | 9:30 | WHIO-TV | 20.2 |
| 4. Life of Riley (NBC Film) | Fri. | 7:30 | WLWD | 16.9 |
| 5. Appt. with Adventure (ABC Film) | Sun. | 9:00 | WHIO-TV | 16.6 |
| 5. Badge 714 (NBC Film) | Sat. | 10:30 | WHIO-TV | 16.6 |
| 7. Science Fiction Theatre (Ziv) | Sat. | 10:00 | WLWD | 15.5 |
| 7. I Led Three Lives (Ziv) | Tue. | 8:00 | WHIO-TV | 15.5 |
| 9. Kit Carson (Coca-Cola) | Sun. | 6:00 | WLWD | 13.8 |
| 10. Racket Squad (ABC Film) | Tue. | 10:15 | WHIO-TV | 13.3 |




# WJAR-TV

## *Is The Prime Source For Entertainment*

## In Southern New England!

WJAR-TV gives *more people more pleasure* than any other medium of entertainment in Southern New England! One and a half million loyal viewers look to WJAR-TV for relaxation, pleasure and entertainment regularly.

More people in WJAR-TV Land watch our programs than do anything else — except breathe, talk, walk and eat. To sustain their loyalty, it is our trust to bring to each home the best in television.

**WJAR-TV**
*gives entertainment and sells merchandise*

**POWERFUL 10 DOMINATES!**
**Providence, Rhode Island**

***Represented Nationally by Weed Television***

**WJAR-TV**

# SENDING OFF A NEW FILM SHOW

## PROMOTION PLUS: 'VALOR' GETS PLUSH PREMIERE AT KTTV (TV)

EVERY NEW PROGRAM to start on KTTV (TV) Hollywood gets a publicity-promotion send-off. They range in cost from $200 to $4,000. Such was the case with General Teleradio Film Div.'s new *Uncommon Valor*.

More than 200 members of Southern California press, guests, station executives and Marine Corps officials attended KTTV national premiere of that show May 18, a week in advance of the program premiere on the station. The party was staged in the manner of a military movement with the press members having no idea of where they were going until their arrival. Invitations simulated military orders and were delivered in person by Sgt. June B. Voorheis, USMC, a very attractive woman Marine loaned to KTTV for the occasion.

At the station the press boarded six special Greyhound busses, which were then driven under Marine vehicle escort to El Toro Air Facilities Base at Santa Ana. Each bus was equipped with a bar and waiter who served drinks and *hors d'oeuvres* en route.

On arrival at El Toro, "Operation Valor," a special half-hour telecast, was watched from bleachers erected for the occasion.

The Corps, with official approval from the Pentagon, provided 15 helicopters and 15 heli-teams from Camp Pendleton for the special telecast. Included in the program were a demonstration of vertical envelopment combat technique, Marine Corps band and color guard, interviews by station commentator Bill Welsh with press and Gen. Holland (Howlin' Mad) Smith, USMC Ret., series host, and clips from the series.

At the conclusion of the telecast, the busses transported the company to the neighboring Irvine Country Club. After cocktails and dinner, an episode from the series was screened and Richard A. Moore, station vice president and general manager, introduced the various officers and Holmes Tuttle, the program sponsor.

The promotion accorded the premiere of *Uncommon Valor* is typical of the station's big campaigns, devised by Reavis Winckler, KTTV publicity director.

Besides the press party, Mr. Winckler sent out three gimmick letters over and above the station releases. On May 20, Sgt. Voorheis personally delivered Marine "C" rations (breakfast, lunch and dinner) to 36 top tv columnists. On May 23 she delivered an illustrated color brochure on the Marine Corps and its history. As a last-minute reminder on May 24, she delivered a book, titled *Tarawa,* and a personal note from the station.

On-the-air publicity of *Uncommon Valor* was divided into two parts: publicizing "Operation Valor," the remote telecast, and publicizing the actual start of the series.

Campaign for the special telecast, from May 16 to May 18, featured spots up to 45 seconds in length, timed to hit different audience groups. A total of 18 spots plugged the remote in addition to stay-tuned copy.

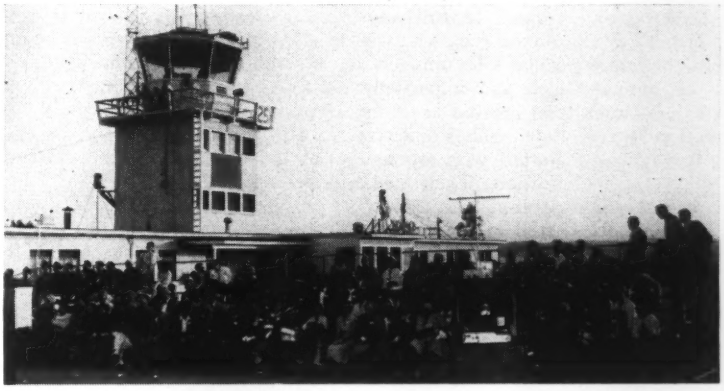
The second part of the publicity on-the-air campaign promoted the first episode of the series with 25 spots used. These were slides showing the Marines raising the flag on Iwo Jima or films taken from the series itself. In the case of station talent, many brought war souvenirs from home and mounted photographs showing action scenes of various campaigns to use on their own programs.

During both on-the-air campaigns, announcers were told to use *Uncommon Valor* copy for "fills" or when extra time necessitated padding. Nearly 50 spots of various lengths, totaling 10 minutes and 15 seconds of air-time, publicized the series.

Promotion-wise Jack O'Mara, KTTV promotion and merchandising director, ran a series of ads in the *Los Angeles Times* and *Los Angeles Mirror-News* newspapers. On May 18 he ran two-column 6-inch ads in each. On May 24, there were one-column 4-inch "teaser" ads in each, and on May 25, there were three-column 10-inch ads in each heralding the actual start of the series that day.

Mr. O'Mara also arranged that from May 30 to June 6, back panels of 65 Arrowhead and Puritas Waters trucks would be devoted to the series. Additionally, 150,000 of the water bottles were scheduled to bear program stickers. The 4-by-40-ft. sign on the KTTV studios building was given over to the show. All Marine Corps recruiting posters in Southern California have snipe stickers across the faces of the posters. Sponsor Holmes Tuttle Inc., Los Angeles Ford-Lincoln-Mercury dealer, has 15-foot displays in its showrooms.

Such publicity-promotion campaigns, conducted by KTTV in varying degrees for each new program, accomplish several purposes. They engender enthusiasm among the tv editors who in turn fire their readers' interest. They make for a close station-press relationship. This promotion-minded attitude on KTTV's part demonstrates to the producer and the distributor that the series in question will get a noteworthy send-off. This policy also indicates to the sponsor that KTTV will do its utmost to make the public fully aware of his program.



PRESS REPRESENTATIVES brought to El Toro base by KTTV (TV) watch "Operation Valor" as it happens before them and on special tv monitors.

American Research Bureau ratings of the premier telecasts of several series, which were given extra-special campaigns by KTTV, reveal the following figures: *Stories of the Century* pulled a 10.8 as compared with a 5.2 chalked up the preceding week by another program in the same time slot; *Science Fiction Theatre* pulled a 14.5 as compared with a 7.4; *Annie Oakley* pulled a 16.9, against 9.0; *Badge 714* pulled a 26.2, against 3.2; *Waterfront* pulled a 24.5, against 18.7, and *Liberace,* after a year on another Los Angeles station, left it with a 6.6 and moved to KTTV with an 18.3.

In the opinion of vice president and general manager Moore, these campaigns pay off.

# THE BEST IN TV FILM ART

ONCE A YEAR commercials are afforded the luxury of being inspected not on the merits of their primary function —that of selling—but on the strength of their art and design.

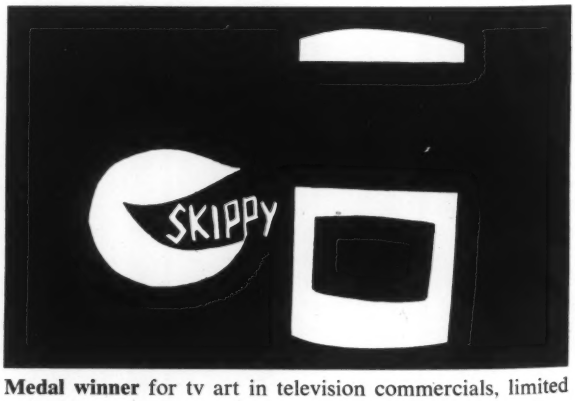
This event occurs when a group of judges, selected by the Art Directors Club of New York, casts a critical eye on tv commercials, entered on the basis of their artistic attributes in an annual contest sponsored by the Art Directors Club. Climax of the competition is an awards luncheon. This year, it was held at the Waldorf-Astoria, New York, on June 3. Art Directors Club medals and awards of distinctive merit were presented to winners whose work had been submitted in 31 categories covering all media.

In the tv classification a little fellow, created in full animation by artists of Maxon Inc., who was on a worcestershire sauce sales mission for the H. J. Heinz Co., and a partially animated commercial created at Guild, Bascom & Bonfigli Adv., San Francisco, for Skippy Peanut Butter, won top honors in the tv classification. Their medals were won in competition with 264 other commercials entered in the television category. Of the 266 tv entries, eight others, representing a good cross-section of tv commercial techniques, won distinguished merit awards.

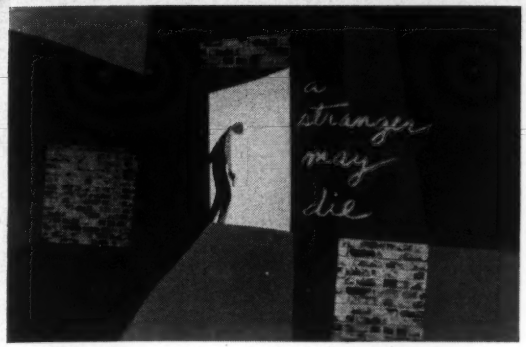
Criteria by which these entries are judged are simply good art and design, Vincent DiGiacomo, chairman of the 34th annual exhibition and an art director at Grey Adv., New York, told B•T. The commercial's sales impact is of no importance in the Art Directors Club competition. But commenting on this point, Mr. DiGiacomo noted a definite correlation between sales effectiveness and quality art and design. "I'd say at least 85% of the award winners this year, picked entirely because of their artistic merit, have also been considered highly successful from the commercial standpoint."

*TOP: Examining entries. L to r: Leslie Gill, photographer; Suren Ermoyan, art director, Lennen & Newell; John Averill, designer, and Robert Fawcett, illustrator.*

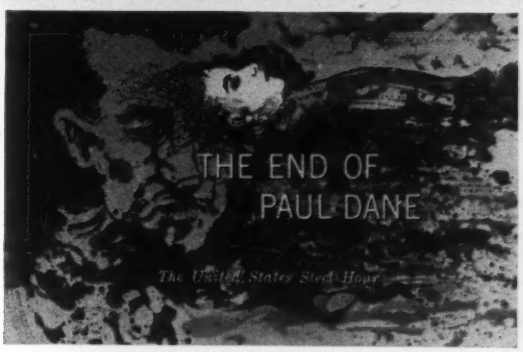
**Medal winner** for tv art in film commercial, full animation category, to John Hubley and Leo Langlois, art directors, and Art Babbitt, artist, Maxon Inc., for this Worcestershire sauce commercial. Advertiser: H. J. Heinz Co. Producer: Storyboard Inc.




**Medal winner** for tv art in television commercials, limited animation category, to Alex Anderson, Dave Bascom, Sam Hollis and Dan Bonfigli, art directors, Guild, Bascom & Bonfigli Adv., San Francisco. Advertiser: Skippy Peanut Butter. Producer: Tv Spots.




**Distinctive** merit award in television commercials, title category, to Georg Olden, art director, CBS-TV New York. Client: CBS-TV for *Studio One* (sponsored by Westinghouse).

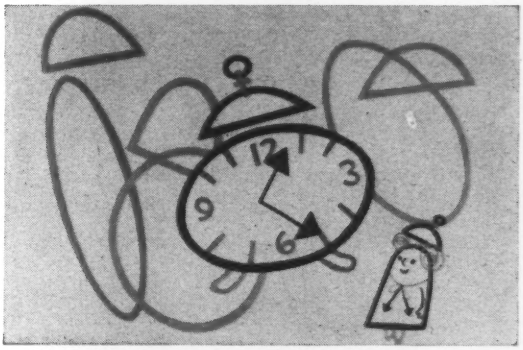



**Distinctive** merit award in television commercials, single frame art (editorial) category, to Andrew Ross, art director, and Byron Goto, artist, ABC-TV New York. Client: ABC-TV.

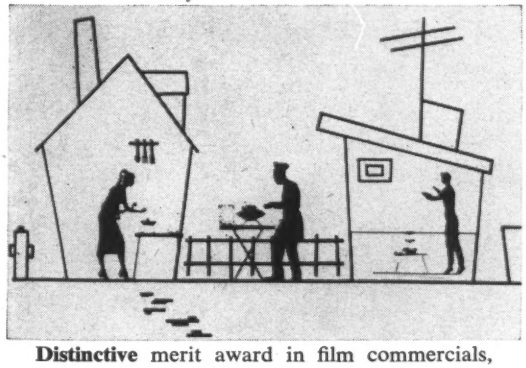
**Distinctive** merit award in film commercials, full animation category, to John Hubley, art director, and artists Art Babbitt and Paul Julian, W. B. Doner & Co., Detroit. Advertiser: Feingenson, Detroit. Producer: Storyboard Inc.

**Distinctive** merit award in television commercials, still art category, to William R. Duffy, art director, McCann-Erickson, New York. Advertiser: Chrysler Div. Artist: Raym Assoc. Producer: Television Mat Service Inc.

**Distinctive** merit award in film commercials, full animation category, to John Hubley, art director, and Emery Howkins and Arnold Gillespie, artists, W. B. Doner & Co., Detroit. Advertiser: Speedway Petroleum Co., Detroit. Producer: Storyboard Inc.



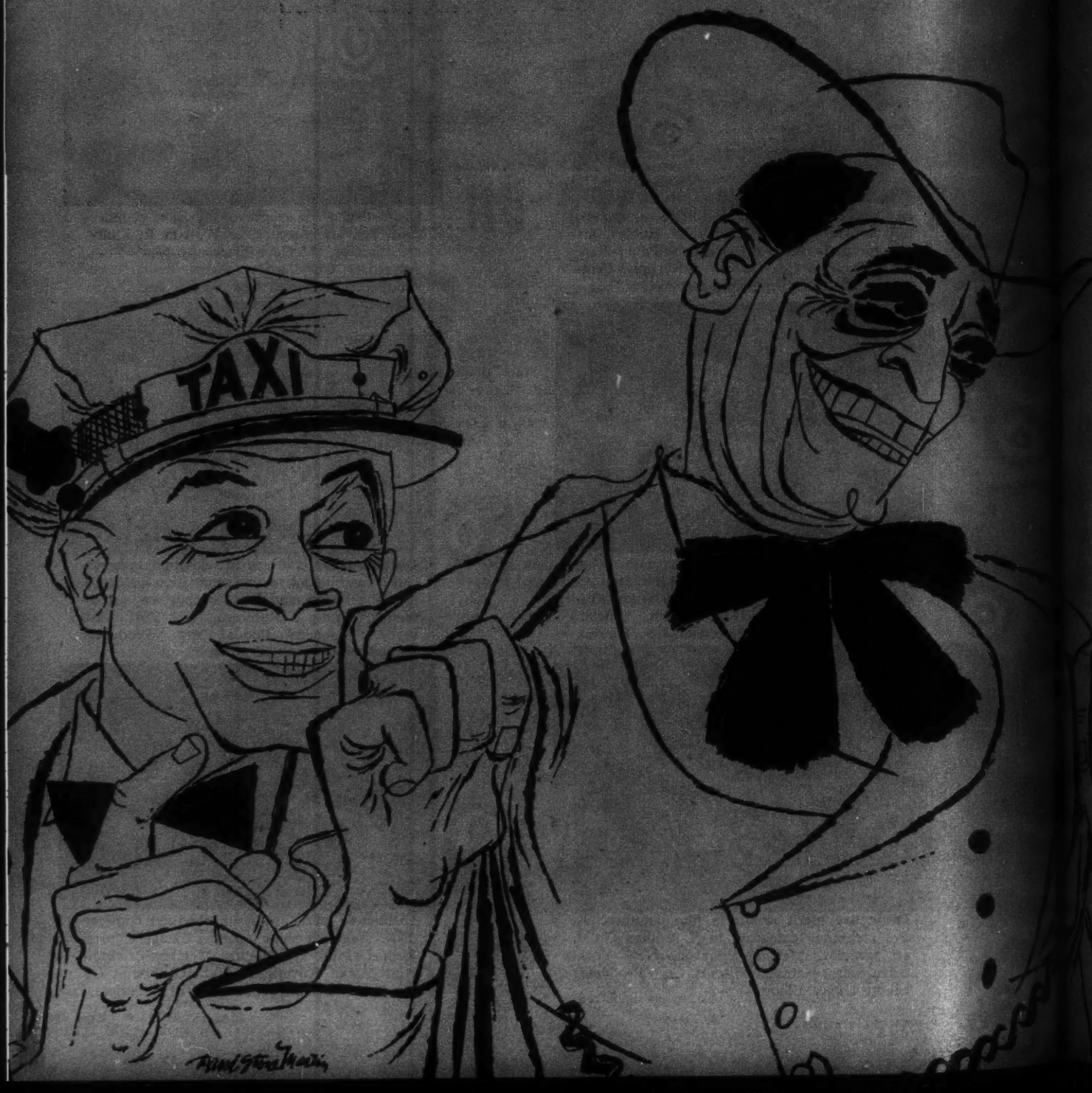
**Distinctive** merit award in television commercials, combined live and animation category, to Gene Deitch and Jack Sidebotham, art directors, Young & Rubicam, New York. Advertiser: General Foods Corp. Producer: United Productions of America.



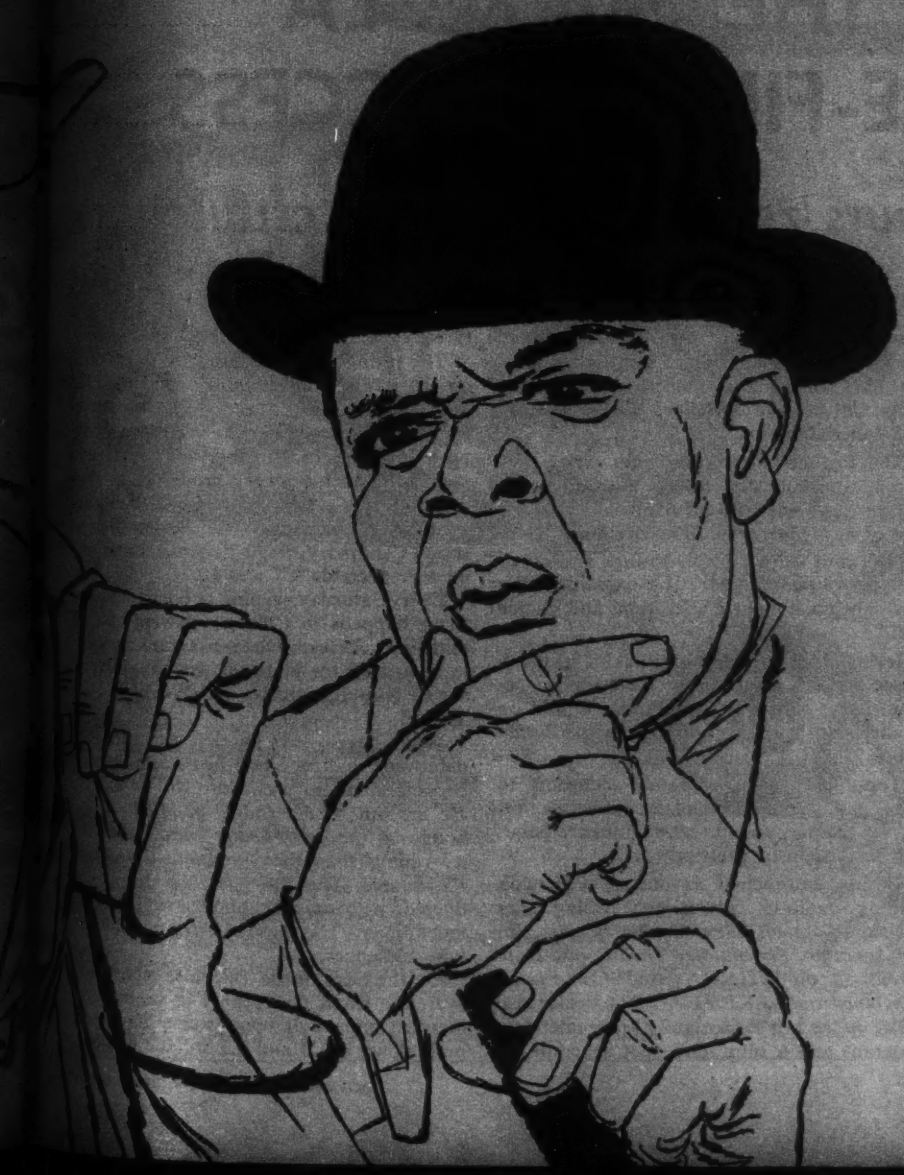
**Distinctive** merit award in film commercials, live technique category, to S. Rollins Guild, art director, McCann-Erickson, New York. Advertiser: National Biscuit Co. Producer: Elliott Unger Elliott.

**Distinctive** merit award in television commercials, animated show opening category, to S. Rollins Guild, art director, McCann-Erickson, New York. Advertiser: National Biscuit Co. Producer: United Productions of America.

*now . . . new adventures of*



# ...es of Amos 'n' Andy



This week's big news from the Kingfish and his Mystic Knights is that there are now thirteen brand-new half-hours in the can . . . thirteen fabulous and wonderful new adventures of Amos 'n' Andy, Kingfish, Sapphire and Mother, Lawyer Calhoun, Lightnin' and the other Amos 'n' Andy characters.

With this series of 13 new films, there are now 78 half-hours of Amos 'n' Andy – broadcasting's longest-running hit – available for local or regional sponsorship . . . ready to go to work selling for *you* as they are currently selling for Sears Roebuck, Rexall, Safeway, Food Fair, Piggly Wiggly, Kroger, Westinghouse and others.

Amos 'n' Andy wins the biggest audiences in its time periods in large markets and small . . . North and South . . . in Detroit and Tulsa, Rochester and Little Rock . . . drawing bigger audiences than many of television's most famous network programs. Look at these *ratings:* Syracuse 36.9, Fort Wayne 41.1, New Orleans 50.3, Little Rock 58.1, Columbia 45.7, Evansville 56.4.*

For more information and a list of markets where you can sponsor America's most enduringly-famous comedy team, call or wire...

**CBS TELEVISION FILM SALES, INC.**

NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ST. LOUIS, ATLANTA, BOSTON, DALLAS. IN CANADA: S. W. CALDWELL, LTD.

*ARB, latest available reports.

# FILM'S THE FORMULA FOR COLE-FINDER SUCCESS

## CHICAGO CAR DEALER PUTS 75% OF BUDGET INTO CELLULOID TV

By John Osbon

WITH BLUE CHIPS stacked high and competition keen, the race must inevitably be to the swift and the shrewd in the advertising sweepstakes for the 1955 automotive dollar.

Dealers have proved no less prudent than manufacturers in selecting media that will move cars from their showrooms onto the nation's highways. Like their manufacturing brethren, many are enchanted with the potentialities of television as a sales weapon, provided they hit upon the magic formula.

Cole-Finder Inc., of Chicago, which describes itself as "the world's largest Mercury dealer," has been placing its blue chips on the visual medium since 1949. The formula: a heavy concentration of filmed shows in the Chicagoland area with various appeals.

It is a matter of record that Cole-Finder was, indeed, America's first exclusively-franchised Mercury dealer, a distinction which promises to take on more luster with recent developments at Ford Motor Co. involving its Lincoln and Mercury automobiles. Cole-Finder proceeded to strike it rich, once it found the film formula, and seems to have assured itself of a thriving, profitable future in Chicago's fiercely competitive auto market.

President Irwin Cole put his company in the national spotlight by giving away his Mercurys to deserving subjects on Ralph Edwards' *This Is Your Life*. But Chicagoans are more apt to associate Cole-Finder with the likes of such established national tv properties as *Life of Riley, Boston Blackie* and *Inner Sanctum*.

The fastidious choice of film series prepared especially for television—and some old movies—has paid off handsomely in the sale of new Mercurys. But why film?

"We find we get better ratings and cover all types of people," Mr. Cole explains. "We have always bought choice time and choice film."

Irving Rocklin, head of Rocklin Irving & Assoc., which handles the Cole-Finder account, says simply: "Cole-Finder is sold on quality film packages—those with family appeal."

Top-quality film programs, according to Ira Segall, agency account executive, pay off in "top ratings, volume sales, audience goodwill, and sponsor prestige."

Firmly entrenched as one of Chicago's leading radio-tv advertisers, Cole-Finder sponsors *Life of Riley, Boston Blackie, Inner Sanctum, Six Shooter Theatre* and *Captured,* all on WGN-TV, and *Cole-Finder Playhouse* on WBKB (TV). The dealer also picks up the tab for a nightly radio interview program and a saturation spot schedule on three of Chicago's four television outlets.

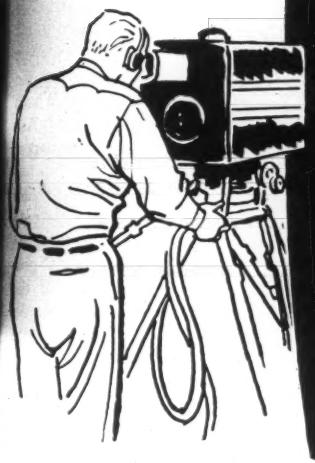
The ratings seem to speak for themselves, on the basis of a Telepulse report covering the typical week of March 1-7. On Tuesday evening, *Life of Riley* drew down a whopping 16.3 and 16.0 in the 9-9:30 p.m. slot, surpassing such network properties as *Danger* and *U. S. Steel Hour* for second-place in Chicago viewing. The *Boston Blackie* series (Thursday, 9:30-10 p.m.) commanded a respectable 9.7 and 10.7.

Every Saturday evening at 6 p.m. a unique thing happens in Chicago viewing and advertising circles: Cole-Finder competes against itself for audience, running two film shows simultaneously on WGN-TV and WBKB.

What began as a modest experiment to determine audience pull now seems to have become standard procedure for Irwin Cole. He set out to determine whether the full-hour *Six Shooter Theatre* commanded better ratings than the 30-minute *Cole-Finder Playhouse*. The "test" is still being conducted, with the likelihood it will continue indefinitely. The reason: They pull different type audiences.

On the basis of the Telepulse report, however, the small fry seemed to be more numerous than adult televiewers: *Six Shooter* pulls down a 7.0 and 6.3 for the two quar-

# DES MOINES TELEVISION
# KRNT-TV



## ON THE AIR August 1st

with
## CBS Shows
and
## Established Local Personalities

Your Iowa campaign starts with Des Moines . . . state capital and largest city . . . the shopping and distribution center . . . salesmen's home base. And your Iowa campaign starts with KRNT-TV, the showmanship station with CBS shows that run away with the ratings sweepstakes, PLUS Central Iowa's favorite personalities with established audiences — and proved power to move merchandise!

Face the facts! The same showmanship savvy that always gives you the biggest Hooper and Pulse ratings in Des Moines Radio is now also running the newest **know-how, go-now** operation . . . KRNT-TV.

CBS

KRNT AM TV
Channel 8 in Iowa

**KATZ HAS ALL THE FACTS** **FULL POWER, 316,000 WATTS**

ters (6-6:30 p.m.) compared to 5.3 and 4.7 for *Playhouse*.

Only recently Mr. Cole decided it was a propitious time to buy another sizable package and leaned on a "marathon" gimmick. Seeking to test tv's selling power with film still further, he ordered his agency to sew up a weekly five-hour segment on WNBQ (TV) for eight weeks. If he could compete with himself with two film stanzas on different stations, why not compete for the Chicago viewer's sustained interest each Saturday from 1 to 6 p.m.?

What emerged May 21 was a series called *Picturama*, featuring a different feature film every hour on the hour, divided equally between westerns and other fare. Whether it marked the largest time bloc purchase on either network or local facilities will just have to be questioned by other broadcasters —or perhaps Mr. Cole's competitors—but anyway, he tried and the offhand evidence is that it constituted a tv "first" in Chicago.

Mr. Cole is as reluctant to divulge the cost of time and film properties as he is to reveal how many Mercurys he sells every day (reportedly about 30). But it's understood that television film packages get a sizable share (about 75%) of his annual advertising budget, estimated at $1 million-plus.

When Cole-Finder is not buying up film packages, it is telling viewers to watch other programs (film and live) with four-second audio-only plugs ("Cole-Finder suggests you stay tuned for *Disneyland*"). These "commercial promotion announcements" have brought such "startling results," in the words of Irwin Cole, that the dealer followed up its original schedule on WBKB with a similar schedule on WGN-TV. Additionally, Mr. Cole bought a series of 30 weekly 10-second film spots on WNBQ (TV).

Cole-Finder got into television in 1949 when there were only a few thousand sets in the Chicago area. It bought Ernie Simon and a sidewalk interview show on the old WBKB (TV). Though its formula had not yet emerged, the dealer managed to quadruple its business, convincing Mr. Cole he should get in television on a continuous and heavier scale.

Mr. Cole made that decision with the same firmness that he and his GI buddy, Irving Finder, had determined to set up their own auto agency while in the service. It was agreed that whoever returned to the states first would set the wheels turning.

Cole-Finder was founded in January 1946 with four employes and a small show room. Today the firm employs 215 people and has two large locations on Chicago's north side. In May 1954 Cole-Finder adopted a "no down payment" policy for its customers on the premise that, while "so many people have the ability to pay, they feel more secure with that money in the bank." Mr. Cole received the first Mercury dealership in September 1949 (there now are about 50 exclusive Mercury dealers in the country today and the outlook is for more) and last year bought out his partner's interest in the company.

This exclusive franchise was granted by Ford Motor Co. (which recently split Mercury and Lincoln into separate divisions) in line with Mr. Cole's wish to specialize in one product. Within the past couple of years, Cole-Finder embarked on its film package campaign.

"We have found that our tv budget has been a completely effective weapon for us in selling cars," Mr. Cole told B•T, alluding to other media. To test this theory Mr. Cole conducted a survey on traffic brought to his showrooms. Television outpulled newspapers 10-1 through the film shows, during the period surveyed (March 22-April 6). What's more, people actually bought cars. Ads were placed in three Chicago newspapers for five days each week.

Mr. Cole is, of course, indebted to Ralph Edwards for his national fame as an auto dealer—or more appropriately to an idea dreamed up by one of Mr. Edwards' production associates who had heard of the ex-GIs now turned dealers. Mr. Cole describes the association as "very good" since the fortuitous arrangement was worked out in October 1953.

It was agreed then that only the more deserving among the subjects who appeared on *This Is Your Life*—not the celebrities—were to receive new Mercurys, But Mr. Cole recalls, "we found ourselves selling cars to postmen and school teachers" and others whose occupations were mirrored in the lives of those who did appear on the program.

Beyond that, Mr. Cole says, there is no special connection between Cole-Finder and *This Is Your Life*. And Mr. Cole does not feel that any mention of Cole-Finder is in the nature of a "plug" because, as he points out, "deserving people get automobiles free." However, the agreement has paid off in generous goodwill as exemplified by the hundreds of letters he receives each week. (Some writers suggest subjects who they feel are worthy of a free car.)

Cole-Finder also has introduced a new character, "Cousin Matilda," a sort of cracker-barrel Minnie Pearl, on commercials in connection with its film series. Mr. Cole reports "our volume of sales has increased since Matilda (Irenne Webster) joined us." He has a philosophy on this type of characterization for commercial use, which actually runs through the vein of all Cole-Finder advertising:

"Matilda is interesting to some people and amusing to others. We try to make the commercials more interesting because a great percentage of people feel automobile advertising is pretty much the same."

In contrast to some auto dealer magnates, Mr. Cole thoughtfully disdains personal appearances on television. He feels it's "impossible to develop volume on a personal basis" and that his place is in his place of business.

Mr. Cole's feelings about his tv recall agencyman Irving Rocklin's remarks: "Tv makes a big man out of a small man and turns a small business into a big one. Television made Cole-Finder."

SILENCE is golden.

Latest proof of the truth of this time-tested maxim comes from the Southwest, where 52 tv stations are now carrying 20-second soundless commercials for Magnolia Petroleum Co., distributor of Mobil products in Texas, Oklahoma, New Mexico, Louisiana and Arkansas.

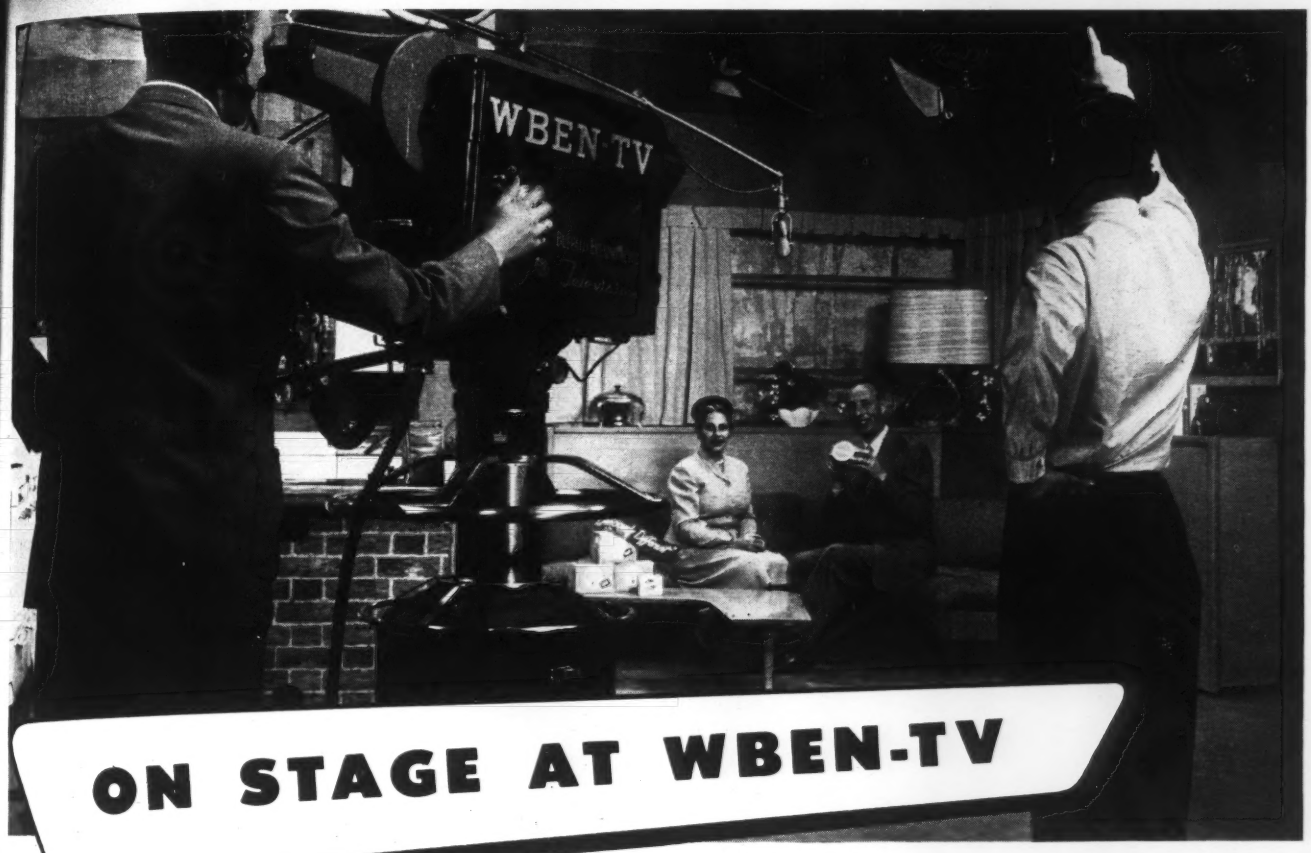
The only audio on the filmed commercials is a radio station "beeper" heard at the beginning of the spots, as a "Silence —on the Air" sign introduces the sales message, which from then on utilizes only visual effects, unaccompanied by sound.

Despite their quiet approach, these silent commercials carry ample impact, as has been proved by the phone calls, wires and letters from both viewers and tv stations. Each film sent to a station is accompanied by a letter explaining that it was a silent commercial, but that did not prevent at least a dozen stations from calling or wiring the agency—Ratcliffe Advertising Agency of Dallas—to ask whether the silence was deliberate or whether something had gone wrong. Typical is the comment of KGBT-TV Harlingen, Tex.:

"We either overlooked instructions, or somebody in your organization has been a sly old fox in regard to the Magnolia 20-second tv announcements," the station wrote. "Consternation reigned rampant in our organization last night when the Magnolia 20-second spot hit with no sound. We had to come in later and scrape the production crew off the control room walls.

"The floor manager was in the process of running from the control room to the front office to dig into the file; I was on one line from home calling the control room while the control room projectionist was on another line trying to call me.

"We had 11 telephone calls from the general public advising us that something was wrong with our transmitter. All of this because of silent 20-second Magnolia spots. Honestly, in my opinion, the way they are running will create more attention than if you put a brass band on film."




# ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

## WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

*in Buffalo-TV dollars count for more on channel 4*

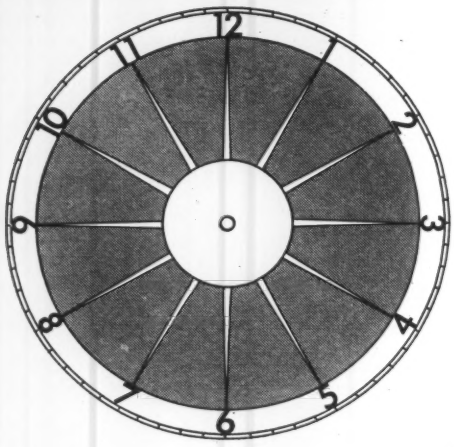
**CBS NETWORK**

# WBEN-TV

**BUFFALO, N. Y.**

*WBEN-TV Representatives*

**HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO**



**Something missing** *from your film processing picture? At Precision we've learned over the years that selective printing for every scene plays a vital role in a perfect print – and that only expert human judgment can be depended on to select that timing value.*

*Leaders in the film industry–directors, producers, cameramen–have learned that Precision alone offers such fully rounded experience and skill in film processing.*

*In everything there is one best...in film processing, it's* **Precision.**

PRECISION

FILM LABORATORIES, INC.
21 WEST 46TH STREET, NEW YORK 36, N. Y.

*A division of J. A. Maurer, Inc.*

**BROADCASTING TELECASTING**

THE NEWSWEEKLY OF RADIO AND TELEVISION
*1735 De Sales Street, N. W., Washington 6, D. C.*

**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.**
**I've checked service desired.**

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| ☐ 52 weekly issues of BROADCASTING • TELECASTING | $7.00 |
| ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook | 9.00 |
| ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook | 9.00 |
| ☐ 52 weekly issues and both Yearbook-Marketbooks | 11.00 |

☐ Enclosed ☐ Bill

*name* *title/position*

*company name*

*address*

*city* *zone* *state*

GEORGE BURNS

## filmmaker

NOT CONTENT to rest on his comedy laurels, George Burns, as president of McCadden Corp., lends his professional know-how to tv film series other than his own.

When MCA asked him to form a corporation in 1952 to film CBS-TV's *George Burns and Gracie Allen Show,* the comedian treated the project as a script. This meant casting to get the best people for each job. With production in the hands of Al Simon and business affairs entrusted to Maurice Morton, McCadden has grown from a $1.25 million gross business in 1953 to one of $5 million in 1954.

McCadden's number one show is, of course, *Burns and Allen.* The comedy team, on CBS Radio until 1949, went into live video in the fall of 1950 on 47 CBS-TV stations. They now have 136 films in the can and are seen every week over 185 CBS-TV stations and in Canada, Mexico, Hawaii and England. Under a seven-year contract to Carnation Co. and a five-year contract to B. F. Goodrich Co., each of which has two years more to run, they have five years more to go under their CBS-TV deal.

Another venture is NBC-TV's *Bob Cummings Show,* recently renewed by R. J. Reynolds Tobacco Co. (Winstons). In this Messrs. Cummings and Burns are partners.

Available, with sales reported pending, are five new McCadden-filmed pilots: CBS-TV's *Miss Pepperdine,* new Marie Wilson series; NBC-TV's *Impact,* documentary show owned by creator Al Simon, NBC and McCadden; *How Now, Brown,* comedy starring Keenan Wynn and packaged by Ashley-Steiner; *The People's Choice,* starring Jackie Cooper and owned by the actor, creator Irving Brecher and McCadden; *The Getter and the Holder,* starring Peter Lorre and Francis L. Sullivan and owned by the two actors and McCadden.

"We know comedy pretty well as we've been kicking it around for quite a while," Mr. Burns says. "We don't bite off more than we can chew and accept only those shows we know we can do the best."

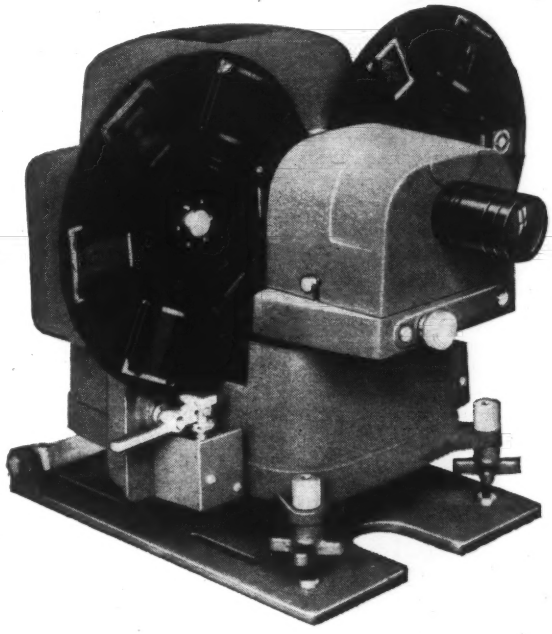
It is difficult to separate George Burns, born Nathan Birnbaum in New York City on Jan. 20, 1896, from Gracie Allen. Each with a vaudeville history, they became a show business team in 1923 and were married three years later. Their radio debut occurred that year on the BBC during a London tour. They started on CBS in 1932.

The Burnses have lived in Beverly Hills since 1934 and have two adopted children, Sandra, 21, and Ronald, 20.

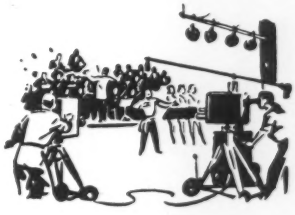
**NEW SINGLE LENS**

# GRAY TELOJECTOR

## STAR PERFORMER....



## for TV commercials



### Precision Projection

**BETTER Commercials at LOWER COST**

Yes . . . **now** you can use better 2″ x 2″ transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

### Complete Projection System

The New Gray 3B Telojector (2″ x 2″ Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

**GRAY RESEARCH**

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY

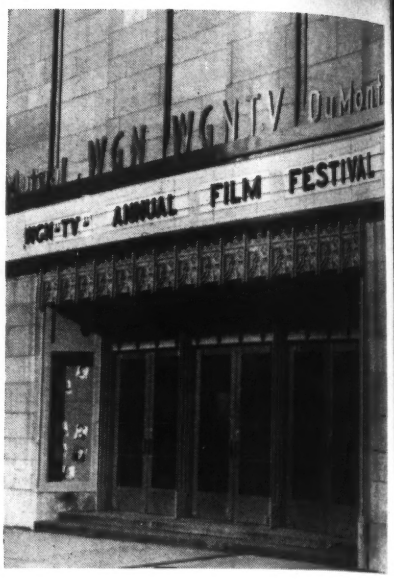
Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon Audograph

**WRITE FOR:**

**Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.**

# OUT OF THE CAN, INTO THE MARKETPLACE

## *ANNUAL WGN-TV FILM FESTIVAL BRINGS TOGETHER THE BUYERS AND THE NEW SYNDICATED PROPERTIES*




SOMEWHERE along the nation's two coasts, among the thousands of feet of film shot each year expressly for television, are unsung properties destined for national spot or local purchase by eagle-eyed film buyers intent on discovering another *Liberace* or *Dragnet*.

Once home viewers see these programs, the die will be cast ratingswise and a show will go on to become a favorite or a celluloidic misfit. But getting these syndicated packages before the buyers themselves, the influential people who decide what shall appear on the viewers' screens, has long been a time-consuming project—and not always a rewarding one.

"Out of the can into the marketplace" might be a suitable phrase to describe a project launched three years ago by the *Chicago Tribune*'s video outlet, WGN-TV, for the purpose of enabling film companies to display their wares before potential sponsors.

WGN-TV currently is mapping plans for its fourth annual "Film Festival," which it aptly compares to the mass screenings conducted by the motion picture industry for exhibitors. It is, however, more in the nature of a preview of packages that will be available for the 1955-56 season. The Festival this year is scheduled for June 22 and also will include previews of first-run network programs which will now be available for local sponsorship (first-run in the sense of being syndicated or appearing locally).

The idea of mass-monitoring excerpts of producers' wares, edited in such a way as to preserve the flavor of the property—seems to have caught the fancy of agency, advertising and distributor representatives in the Midwest. This is understandable: the buyer, as Elizabeth Bain, WGN-TV film director, puts it, can see a "streamlined preview with a minimum of discomfort" and eliminate endless conferences and screenings, not to mention saving of foot work.

Frank Schreiber, vice president of WGN Inc. and manager of WGN-TV, explains its value in this statement:

"Our Film Festival enables potential clients and their advertising agency representatives to accomplish within the space of a few pleasant hours a task that would normally take several days. Staged at a time when plans are being made for fall advertising campaigns, it enables the buyers to preview in one sitting the best products that are available on film. We are gratified at the response and delighted to be of such practical service to the industry in Chicago."

Reflecting its reputation as a widely-anticipated event, the preview is expected to entice over 400 sponsors and agencies into the WGN audience studios at Tribune Tower for afternoon and evening runs of five and ten-minute film excerpts. Screenings will be held from 4-5:30 p.m. and 8-9:30 p.m. with a break for a dinner hosted by WGN-TV. Buyers will run the emotional gamut generated by dramas, mysteries, sports, news, quiz, panel and other type shows.

In 1954 a similar festival in August (it was pushed up this year to better take advantage of the upcoming fall buying) played off some 33 first-run packages in which more than one buyer discovered *Sherlock Holmes*, the Ronald Howard starrer filmed in England.

Other notable packages which, directly or indirectly, were sold locally or nationally following the film festival last year include *The Falcon, Duffy's Tavern, Joe Palooka, Stories of the Century, Tales of Tomorrow, Mayor of the Town, Florian ZaBach, Paris Precision, Curtain Call* and *Mr. and Mrs. North*. WGN-TV itself picked up five or six properties after the 1954 preview.

Next week, according to advance notices, buyers will see capsules from such series as *I Spy, Dr. Hudson's Secret Journal, March or Die, Brother Mark, Judge Roy Bean* and *Uncommon Valour*. Fall shoppers also will take a critical look at such first-run network shows made available locally as *My Little*


*memo from* Ed Hochhauser Jr.

*Sensational News for Telecasters . . .*

**APS TV Production Music LIBRARY**

**FROM PERFORMANCE** . . . . precisely timed and faithfully reproduced on 16 inch virgin vinylite lateral transcriptions, APS gives you 321 different TV Production Aid Selections. This is music available from no other source—all carefully coded by production experts in a specially designed catalog which spells out the most functional use of every musical selection.

**TO PRICE TAG** . . . . Just $19.50 per month on a simple one year contract basis. Once you've heard this APS TV Production music, you'll know why more telecasters use APS than any other transcription library.

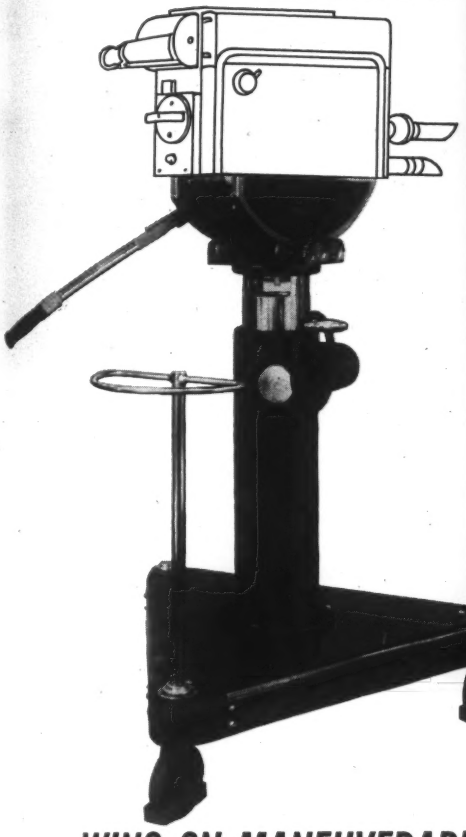
*Write, wire or phone today.*

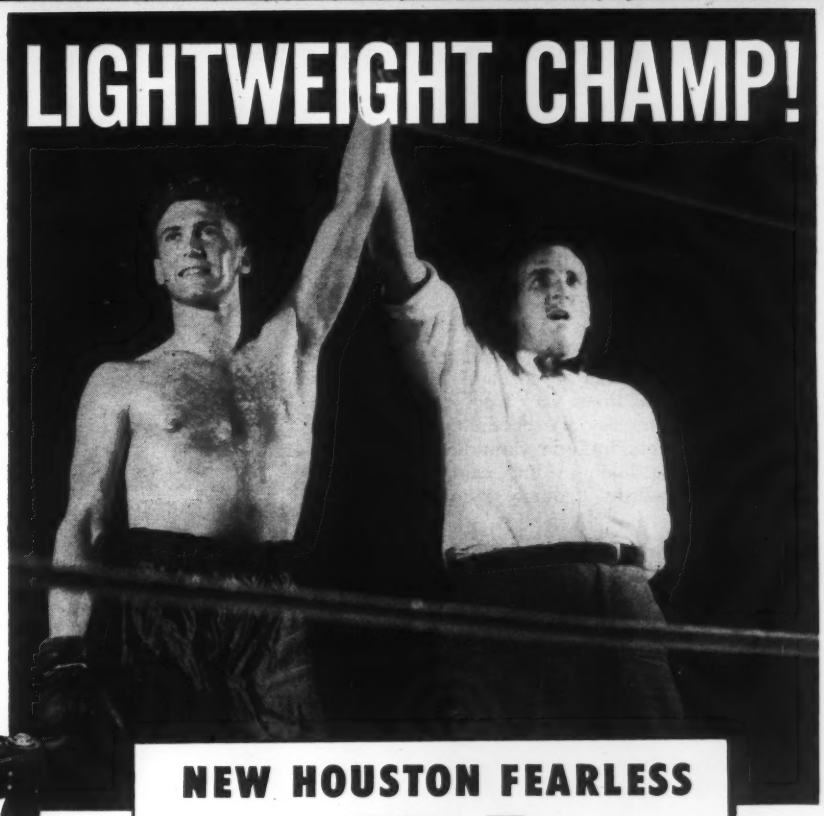
*"the library that pays for itself"*

**APS** *Associated Program Service*

**221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400**

# NEW LIGHTWEIGHT CHAMP!





## NEW HOUSTON FEARLESS PD-7 TV CAMERA PEDESTAL

## *WINS ON MANEUVERABILITY AND EASY OPERATION!*

Here's the perfect camera mount for the small television studio . . . the ideal auxiliary mount for the large studio . . . the all-new Houston Fearless PD-7 Pedestal. Because of its extremely light weight, (140 lbs.), the PD-7 is quickly positioned in the studio, easily rolled for running dolly shots. Compact, it will pass through a 34″ door, or if necessary, through a 30″ door. Easily transported to field locations.

Unusual maneuverability is afforded with the two types of steering provided. Parallel Steering assures straight, steady tracking in any direction for running dolly shots. Tricycle Steering enables the pedestal to turn sharply or to rotate around its own axis. Change instantly from one steering method to the other.

The camera is easily raised or lowered by turning a hand wheel conveniently located on the side of the column. Little effort is required because of the high gear ratio and counterbalancing springs.

Although priced within the budget of small stations, the PD-7 is famous Houston Fearless quality and workmanship throughout. Send the coupon now for prices and complete information.

HOUSTON FEARLESS

DIVISION COLOR CORPORATION OF AMERICA

11807 W. Olympic Blvd.., Los Angeles 64, Calif. BRadshaw 2-4331
620 Fifth Ave., New York 20, N. Y. Circle 7-2976

HOUSTON FEARLESS DIVISION
11807 W. Olympic Blvd. • Los Angeles 64, Calif.
Send information on ☐ PD-7 Pedestal ☐ Other Pedestals ☐ Parabolas
☐ Camera Dollies ☐ All Metal Tripod ☐ Camera Heads ☐ Film Processors

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"

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Canadian Pacific offers
13 different 16 mm. subjects
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HOTEL
*New Weston*
MADISON AT 50TH
*English Lounge*
Meeting place
of show business

*So close at hand*
*So very good*
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
*Berkshire*
MADISON AT 52ND
*Barberry Room*
Where the celebrities
go after theatre
KNOTT HOTELS

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# KSBW-TV

## CHANNEL 8

## SALINAS-MONTEREY
## California

ABC CBS NBC DU MONT

with an
*Unduplicated Audience*
of more than
100,000 TV Homes

John Cohan—President & General Manager
Bill Oates—Secretary & Ass't. Gen. Manager
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NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DALLAS • ATLANTA • HOUSTON

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**EFFECTIVE JUNE 13th 1955**

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The friendly folks in this 5-state area like to meet these popular entertainers, too. They prove it when the WNAX-570 gang bundles into a bus and puts on a real hoe-down to S.R.O (Standing Room Only) crowds in Big Aggie towns.

This close, personal relationship between station and audience is important to you. It backs your selling message with the priceless believability that turns a commercial into a friendly suggestion—and sells! Big Aggie's fans have $2.8 billion to spend. Your Katz man will put you on the bill.

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Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City; Iowa's second largest market.






[A&A continues from page 32]

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# WOOD-TV

**GRAND RAPIDS, MICHIGAN**

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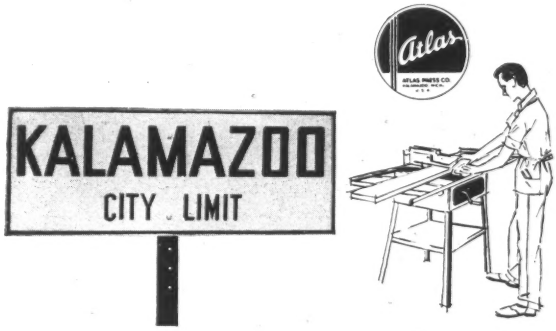


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# THE BLACK & WHITE ON GREY

SOME of the "huckster" myths about advertising agencies were laid to rest last Saturday on NBC-TV as Grey Advertising Agency, New York, presented "The Story of Advertising" over that network's *Mr. Executive* program (12:30-1 p.m. EDT).

The purpose was to show how an agency works—the day-by-day routine—and to show the effect this intricate and specialized business has on every individual. To do it the Grey agency traced the steps involved in working out a commercial for a coffee campaign.

The 30-minute film show is now available for showings in high schools, colleges, and universities.

Host of the network series is Conrad Nagel, pictured (inset) as he interviews Grey agency President Lawrence Valenstein (r).

**THE CAMERA** looks over Radio-Tv Director Richard Lukin's shoulder as he considers pictures of actresses for a commercial.

**COAST-TO-COAST** publicity given the product is pointed out by Christopher Cross, director of publicity and promotion (holding can of coffee). His assistant, Jerry Kaufman, holds clippings already published about the product.

**TESTING:** Mrs. Florence Goldin, vice president in charge of women's accounts, and home economists taste various batches of the coffee preparatory to writing up tabulations and remarks for the nationwide campaign.

## Minute Maid Merchandising Explained at N. Y. Meeting

JOHN M. FOX, president of Minute Maid Corp., last week revealed the basic merchandising principles which, he said, have kept his company's products consistent sales leaders in the $200 million citrus concentrate business. He spoke at the regular meeting of the Merchandising Executives Club of New York, where he explained that the growth of the company in the past decade is due to:

(1) Complete advertising, promotion and publicity planning aimed at building consumer demand for the company's many frozen food products; (2) a continuing sound trade relations program backed by promotion ideas; (3) a broad merchandising program that includes specific incentive for distributor and Minute Maid sales representatives, and (4) a firm principle of producing top-quality products, advertised and priced so that the company shareholders receive a fair profit on their investment.

In giving examples of how Minute Maid Corp. had followed through with its merchandising philosophy, Mr. Fox cited the early association of Bing Crosby as a shareholder and promoter of the firm's orange juice; annual participation in the Tournament of Roses Parade in Pasadena, and a recent "Quarter More" promotion designed specifically for retail grocers which included sales force participation.

## Audience Composition Shown In New Trendex Tabulation

AUDIENCE composition report, based on Trendex interviewing last April, was released last week by Trendex, which claimed it to be the first such report for network time periods.

Trendex said the new report would be useful as a "planning tool and will greatly increase the effective use of the Trendex program audience composition reports." The next report will be issued with the June Trendex tv program popularity report, Trendex said.

The April report breaks the time periods into half-hours with averages of daily viewing by men, women and children plus averages for each. Also given are averages of viewers per set. Averages as taken from the report (segments are according to New York time periods):

| | Averages | | | | |
|---|---|---|---|---|---|
| | 6:00 | 6:30 | 7:00 | 7:30 | 8:00 |
| Men | 0.51 | 0.63 | 0.76 | 0.76 | 0.85 |
| Women | 0.65 | 0.78 | 0.92 | 1.01 | 1.11 |
| Children | 1.19 | 1.01 | 0.97 | 0.87 | 0.75 |
| Viewers per set | 2.34 | 2.42 | 2.65 | 2.65 | 2.71 |
| | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
| Men | 0.88 | 0.90 | 0.87 | 0.85 | 0.91 |
| Women | 1.15 | 1.17 | 1.15 | 1.31 | 1.06 |
| Children | 0.69 | 0.58 | 0.48 | 0.31 | 0.26 |
| Viewers per set | 2.72 | 2.66 | 2.50 | 2.29 | 2.23 |

## Agencies for Charles Antell

CHARLES ANTELL's Formula No. 9, Shampoo and Hair Spray continues to be handled by the Joseph Katz Co., Baltimore, with Antell's Beauty Div. being handled by Product Services Inc. [B•T, June 6]. Beauty Div. products are Super-Lanolin and Fastabs (reducing pill).

# O. L. "TED" TAYLOR

announces the appointment

of the

## *John E. Pearson Company*

as exclusive national representatives

for

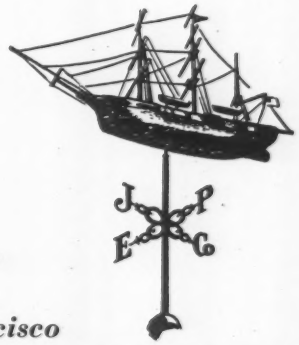
**KRGV and KRGV-TV, Weslaco, Texas**

**NBC for the Rio Grande Valley**

and

**KANS, Wichita, Kansas, NBC for Wichita**

EFFECTIVE IMMEDIATELY




*. . . JEPCO knows how the wind blows*

## *John E. Pearson Company*

***radio and television station representatives***

*New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco*

*Safety Is*

*—so WCKY makes*

THE LATEST
**WCKY**
STORY

## For 1953

WCKY was awarded the
National Safety Council's
Public Interest Award for
"Exceptional Service To Safety"

## For 1954

WCKY was again the recipient
of this same distinguished
citation for "Service To Safety"

## For 1955

and all the years to come,
WCKY will continue to devote
its efforts, skill and facilities
to the promotion of this, and
other worthwhile causes.


**NEW YORK**
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

**CINCINNATI**
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565

# *Everybody's Business*

# *Safety ITS Business*

## - - - and because

WCKY believes in promoting Safety—and 156 other charitable, civic and philanthropic organizations—

9709 spot announcements
1645 news programs
175 hours of special programs in 1954

## - - - because

WCKY is recognized as a station which supports every worthwhile project, with wholehearted effort

## - - - because

radio listeners in the great coverage area of the station, believe in the station, and in the advertising which they hear on WCKY

**WCKY's** advertisers, national, regional and local, get exceptional results at low, low cost.

**CHICAGO**
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

**SAN FRANCISCO**
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

# NATIONWIDE TV SET COUNT UNDERWAY

**Census Bureau includes "do you have a tv set?" question in monthly survey of labor force. First figures from 1954 agricultural census are out.**

FIRST CENSUS of television homes since 1950, when 5 million sets had been produced, will be taken this week by the U. S. Census Bureau.

Using a 25,000-home sample, the Bureau will ask occupants if they have a television set. Commercial places will not be surveyed. A second, similar estimate will be made toward the end of the year. From this industry-financed project the Bureau will come up about Labor Day with a figure showing the number of tv homes in the U. S. Size of the sample permits only breakdowns by four regions (Northeast, Southeast, Central and West) plus class divisions by rural-urban homes and by size of city.

The Bureau has started to release figures from the 1954 Census of Agriculture (see box below). In this census the Bureau counted the number of tv sets on farms, using its conventional 20% sample which is considered statistically reliable on a county and city basis.

The new sample survey of U. S. tv homes was coordinated by Advertising Research Foundation. A fund of $14,500 was provided by NARTB, Television Bureau of Advertising, NBC, CBS and ABC.

In its survey this week the Census Bureau will include a tv set question in its monthly survey of the nation's labor force. The Bureau often includes special questions in its monthly survey, handling the project under contract if the information is deemed of public interest.

The 25,000-home sample includes 230 representative areas. Census Bureau officials said a sample of 3,000 to 5,000 homes would be needed in each case if circulation figures were to be gathered for any one major city, with a nationwide survey of all major cities likely to run into big money.

In the 1950 decennial census the Bureau found that 12.3% of U. S. homes had tv sets. The figure is now unofficially estimated at 75%, with 35.5 million sets in use [B•T, June 6].

The new Bureau figure is expected to provide the advertising industry with up-to-date bench-mark figures for the nation and the four principal regions.

First complete state figures from the 1954 Census of Agriculture show that 8.8% of the farms in sparsely settled Nevada have tv sets, 250 out of 2,857 farms. County figures are coming out for other states but Nevada is the only one in which data is complete for all counties. Eight of the 18 counties in Nevada have no tv sets at all, according to the Bureau.

In announcing this week's nationwide tv survey the Census Bureau said, "Continued growth in the television industry since 1950 has resulted in a need for a current survey which is being paid for by the industry. The tv question will be in addition to the normal inquiries on employment and unemployment which are asked each month."

## FARM TV SETS

**NEVADA:** These preliminary figures from the U. S. Census of Agriculture show the number of farms with television sets in each county of Nevada in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

| County | Total Farms | Farms With Tv | % Tv Farms |
|---|---|---|---|
| Churchill | 619 | 20 | 3.2 |
| Clark | 210 | 22 | 10.5 |
| Douglas | 124 | 4 | 3.2 |
| Elko | 278 | 12 | 4.3 |
| Esmeralda | 22 | | |
| Eureka | 36 | | |
| Humboldt | 113 | | |
| Lander | 33 | | |
| Lincoln | 134 | | |
| Lyon | 327 | 6 | 1.8 |
| Mineral | 53 | | |
| Nye | 134 | | |
| Ormsby | 33 | | |
| Pershing | 117 | 1 | 0.9 |
| Storey | 11 | 1 | 9.1 |
| Washoe | 465 | 181 | 38.9 |
| White Pine | 148 | 3 | 2.0 |
| **Nevada Total** | **2,857** | **250** | **8.8** |

# Revised Spot Manual Offered Advertisers

EIGHT national advertisers already have made use of the 10-second shared identification technique, according to NBC Spot Sales, which is releasing a new manual for use as a guide for video and audio standards.

Reason for the revised manual is the announcement last fall by NBC Spot Sales that advertisers were being offered a new alternative method for handling shared identifications on tv stations which it represented. Under the method, as announced by Thomas B. McFadden, NBC Spot Sales vice president, the advertiser may use the full screen for 7¼ seconds and the station 2¾ seconds for call letters and channel numbers.

The revision was designed for advertisers who were concerned about too large a percentage of budgets being taken up by production costs of art work and printing involved in making separate 10-second films with call letters of each station.

The book, which will be distributed beginning early next month, includes a condensed text of the NARTB Code on commercials; an explanation and illustration of the full-screen and shared identification; specialized requirements for 10-second spots of KSD-TV St. Louis and WRGB (TV) Schenectady; film specifications for 20-second and one-minute spots for all NBC Spot Sales-represented stations; slide and telop specifications; copy standards, and instructions for clearance, delivery, deadline and disposition of materials. Specifications also apply to other represented stations: WRCA-TV New York, WAVE-TV Louisville, WRC-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago, KPTV (TV) Portland, Ore., KRCA (TV) Los Angeles, and KONA (TV) Honolulu.

Margaret Gerz, manager of commercial requirements at NBC Spot Sales (30 Rockefeller Plaza, New York 20), who worked on the manual, is handling requests from companies associated with spot advertising.

# SHELL, AMOCO OPEN RADIO-TV DRIVES

**Leading oil companies expand advertising budgets to historic heights. Shell buys in 12 more markets and looks over network tv shows. Amoco to use Edward R. Murrow shows and 'Rhythm on the Road.'**

TWO of the nation's leading oil companies—Shell and American—are launching the most extensive advertising campaigns of their histories, with radio and tv figuring prominently.

Shell Oil Co., through J. Walter Thompson Co., New York, has expanded its budget so that the firm is adding at least 12 markets in radio and television to its list of 75 radio and 35 television markets already carrying five minute programs. Shell is buying five-minute news, weather or sports programs in early morning, late afternoon or early evening in radio and in television prefers time between 5 and 7 p.m. or the late evening from 10:30-11:30 p.m. Contracts are for 52 weeks firm.

Shell Oil (public relations), in institutional advertising through Kenyon & Eckhardt, New York, is understood to be interested in sponsoring a television network show and is currently looking at prospective programs.

American Oil Co. (high-octane premium gasoline) has launched its most aggressive advertising campaign, according to Thomas A. Aldridge, vice president in charge of marketing.

He explained that the "completion of a new, multi-million dollar ultra-former at our large modern Texas City, Tex., refinery enables us to offer the public a new high-octane premium gasoline that delivers the best road performance in our history." He said commercials will be carried five nights a week on the *Edward R. Murrow and the News* program on 91 CBS Radio stations and on alternate Friday nights on the Murrow *Person to Person* television program over 46 East Coast CBS-TV stations.

In addition, American Oil Co. yesterday (Sun.) started sponsorship of *Rhythm on the Road*, a full-hour program on CBS Radio featuring music and safety and weather reports. It is heard 4-5 p.m. This is the second summer that Amoco has sponsored the series.

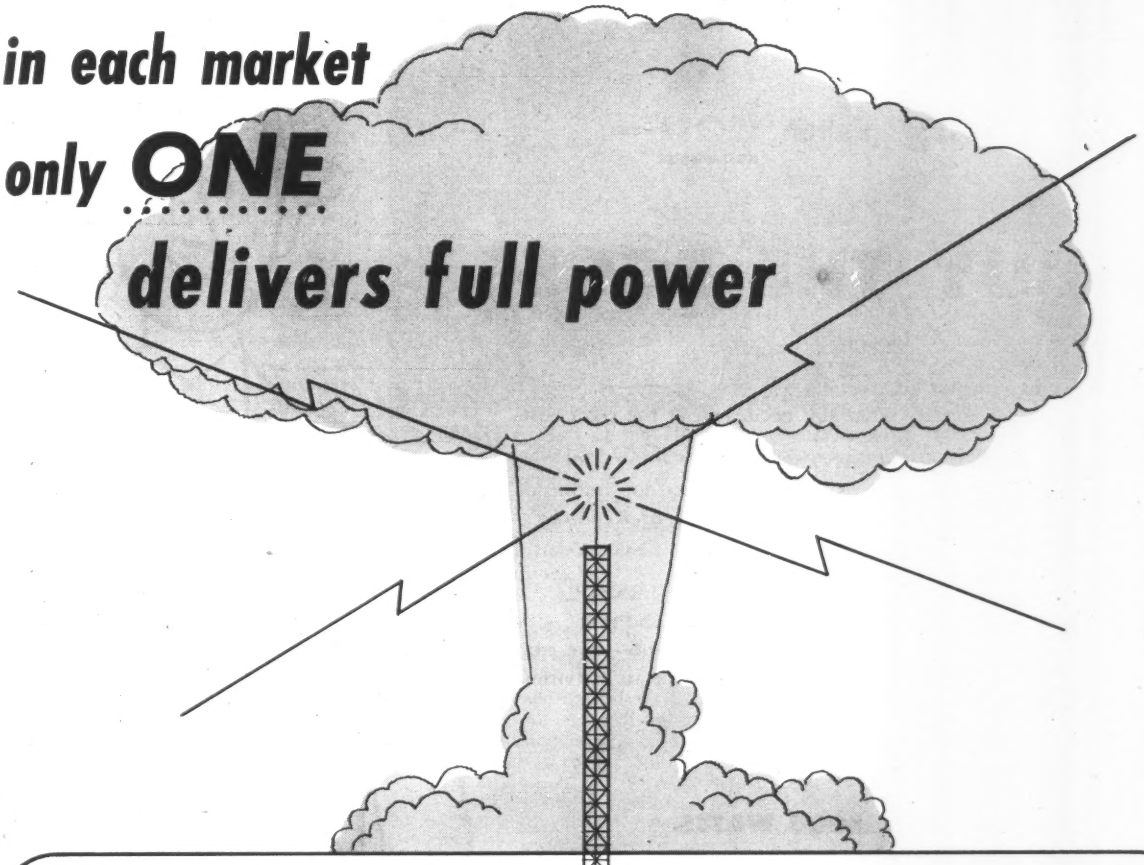
Joseph Katz Co., Baltimore, is the agency for American Oil.

# Clicquot Club Launches Intensive Ad Campaign

CLICQUOT CLUB Co., Millis, Mass., manufacturer of ginger ale, sparkling water and other soft drinks, announced the launching of a stepped-up advertising and merchandising program at a news conference in New York last Wednesday. The campaign is designed and based on market-by-market promotions to help sales of the parent firm's approximately 125 franchise bottlers throughout the country.

Clicquot, one of the oldest advertisers in

# in each market only ONE ..... delivers full power



*. . . between Des Moines — Ames and Minneapolis and between Cedar Rapids and Sioux City*

## KGLO-TV

**MASON CITY, IOWA, CHANNEL 3**
**CBS — DUMONT 100 KW**

Lying in the heart of the heart of the gravy-rich land of corn, hogs and beef, where farmers make money — and spend it, KGLO-TV covers this vast market like the summer sun. Use KGLO-TV to reap this rich harvest the year around.

*. . . between St. Louis and the Quad-Cities and between Kansas City and Chicago*

## KHQA-TV

**HANNIBAL, MO. — QUINCY, ILL., CHANNEL 7**
**CBS — DUMONT 316 KW**

Bridging the fabled Tom Sawyer country with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV reaches a larger audience in a single tick of the clock than Mark Twain did in his entire lifetime. You'll do well to channel your "showboat" over Channel 7—KHQA-TV.

**Lee STATIONS**
**National Sales Offices, WCU Building**
*Affiliated with KGLO-AM-FM, WTAD-AM-FM*

**QUINCY, ILL.**

**REPRESENTED BY WEED TELEVISION**
**Chicago — New York — Detroit — Atlanta — Boston — Hollywood — San Francisco**

# with WAVE

## you don't buy the hen—

# YOU BUY THE EGGS!

In Kentucky it *pays* to put all your eggs in one basket—in WAVE, the station that gives you exactly what you need, and at the right cost.

KENTUCKY'S MOST IMPORTANT MARKET
WAVE's 59% BMB daytime area is almost a perfect duplication of the Louisville Trading Area, *which accounts for 42.5% of Kentucky's Net Effective Buying Income!*

BIG-LEAGUE PROGRAMMING—HIGH LISTENERSHIP
WAVE is the *only NBC station* between Cincinnati and the Mississippi River. *Local* programming is top-notch, too—we employ 62 people on radio alone, 44 of them solely for on-the-air activities.

Don't buy the hen—buy the eggs. NBC Spot Sales has the figures.

**WAVE**
**LOUISVILLE**

•

**5000 WATTS**
**NBC AFFILIATE**

NBC SPOT SALES
National Representatives

radio, will use a radio campaign in selected markets, as well as newspapers and eventually television. The current campaign will use the firm's Eskimo Boy trade character and will introduce a companion character in the form of a blonde girl, also in an Eskimo costume, to be known as "Lotta Sparkle." The latter will appear in television commercials and her voice will be heard on radio commercials.

Thomas F. Black Jr., Clicquot Club president, told newsmen the company will advertise and merchandise its products aggressively. He noted the first Clicquot Club advertisement appeared in a national magazine in 1907 and said the advertising budget that year was $7,000. Since then well over $20 million has been spent to advertise Clicquot Club products.

"The advertising campaign this year has already begun on radio in selected markets," Mr. Black said. "Radio promotion takes advantage of the spelling of the firm's name as the basis of a 'Spell-a-Phone' contest. An announcer, disc jockey or other personality on local stations makes a call off the air to names selected at random from the telephone directory and asks the person who answers the phone for the correct spelling of the company name. If the name is spelled correctly and the Eskimo Boy trade mark also identified, the contestant receives a case of Clicquot Club soft drinks free. Even if the name is spelled wrong, the contestant receives one free bottle.

### Product Interest

"The object of the Spell-a-Phone promotion is to stir up interest in the product. The actual number of calls placed to homes will reflect only a fraction of the number of people actually reached with the Clicquot Club advertising message. At the same time, the contest provides an extensive sampling operation to show a large number of people the high quality of Clicquot Club beverages."

The radio campaign will include 30 spots per week in a market and will be placed in areas where there is Clicquot Club distribution. The company will mark its 75th anniversary next year and is expecting to use television then. Harold Cabot & Co., Boston, is the agency.

## Three Firms Pick Up Tab For Disneyland Preview

THREE ADVERTISERS—American Motors Corp., Swift & Co. and Gibson Greeting Card Co.—will sponsor a 90-minute show on ABC-TV July 17 for a special live presentation marking the completion of Disneyland, 160-acre playground at Anaheim, Calif.

To be called "Dateline Disneyland," the program—7:30-9 p.m. EDT—will be seen the day before the park's formal opening to the public. Walt Disney, originator of the Disneyland playland and host of the weekly ABC-TV *Disneyland* program will serve as host and guide on the special telecast.

According to ABC, the telecast will be the largest remote ever handled, with more cameras in operation, larger numbers of engineers and technicians, and the greatest accumulation of electronic equipment ever used on a live telecast. Each of the four main Disneyland sections —"Tomorrowland," "Fantasyland," "Frontierland," and "Adventureland"—will be visited in addition to "Main Street, U. S. A.," which duplicates an American town at the turn of the century.

Two of the sponsors, American Motors, through Geyer Adv., New York, and Swift & Co., through McCann-Erickson, Chicago, are also among advertisers of the weekly *Disneyland*. Gibson's agency is Stockton, Kest & Burkhart, Cincinnati.

REPRESENTATIVES of the Florida Citrus Commission and its newly-appointed agency, Benton & Bowles Inc., which takes over the commission's 1955-56 $3.5 million advertising budget as successor to J. Walter Thompson [B•T, June 6], finalize the agreement, which becomes effective in about 90 days. L to r: Tom B. Swann, chairman of the commission's advertising committee; Robert C. Wooten, newly-elected chairman of the commission; Atherton W. Hobler, chairman of B&B's executive committee, and Paul S. Patterson, advertising director for the commission.

## Harris Named To Head PCA Merchandising Unit

TELEVISION and Special Services Div. of the Publicity Corp. of America has been launched as a merchandising-dealer aid to manufacturers and advertising agencies, Sidney J. DuBroff, PCA president, announced last week.

MR. HARRIS

Burt M. Harris, tv and merchandising consultant, has been named vice president in charge of the new department. Mr. Harris formerly was tv merchandising consultant for the Bulova Watch Co.

The service will provide personalized campaigns and include production of tv and radio commercials for use of the local dealer.

Various promotional tie-ins supplement the program. The service will act for the manufacturer in his relationship with the dealer. Commercial tv films will be created and supervised by PCA and Walt Framer Productions. The series will be available in two-minute, one-minute, and 20-second lengths. It also is planned to supply top tv shows free to dealers as part of the service.

## ARB Expands in D. C., N. Y.

AMERICAN Research Bureau has moved into larger quarters in the National Press Bldg., Washington, more than doubling its previous space, according to James W. Seiler, president. The New York office at 551 Fifth Ave. also has been enlarged. ARB started five years ago with two employes and one room. Its current organization includes a large executive staff and a nationwide operation involving 900 workers.

With enlarged offices in Washington and New York as well as a Los Angeles office, ARB is expanding its 80-city list of tv surveys and its annual 140-market "Abilene-to-Zanesville" surveys. Research and tabulation work is done at a plant in College Park, Md.

## LATEST RATINGS

### NIELSEN

Top Radio Programs Two Weeks Ending May 7

| Rank | Program | Homes (000) |
|---|---|---|
| Evening, Once-A-Week (Average for all programs) | | (1,101) |
| 1. | People Are Funny (Paper Mate) (NBC) | 2,476 |
| 2. | Jack Benny Show (CBS) | 2,339 |
| 3. | Dragnet (NBC) | 2,293 |
| 4. | Lux Radio Theater (NBC) | 2,247 |
| 5. | Our Miss Brooks (Amer. Home) (CBS) | 2,110 |
| 6. | You Bet Your Life (NBC) | 2,018 |
| 7. | People Are Funny (Toni) (NBC) | 2,018 |
| 8. | My Little Margie (Campana) (CBS) | 1,834 |
| 9. | Roy Rogers Show (NBC) | 1,789 |
| 10. | My Little Margie (Philip Morris) (CBS) | 1,743 |
| Evening, Multi-Weekly (Average for all programs) | | (917) |
| 1. | One Man's Family (NBC) | 1,743 |
| 2. | News of the World (NBC) | 1,422 |
| 3. | Amos 'n' Andy (CBS) | 1,422 |
| Weekday (Average for all programs) | | (1,376) |
| 1. | Guiding Light (CBS) | 2,385 |
| 2. | Young Dr. Malone (CBS) | 2,293 |
| 3. | Our Gal, Sunday (Amer. Home) (CBS) | 2,247 |
| 4. | Helen Trent (Amer. Home) (CBS) | 2,247 |
| 5. | Our Gal, Sunday (Participating) (CBS) | 2,247 |
| 6. | Perry Mason (CBS) | 2,201 |
| 7. | Ma Perkins (CBS) | 2,201 |
| 8. | Helen Trent (Participating) (CBS) | 2,155 |
| 9. | This is Nora Drake (Toni) (CBS) | 2,110 |
| 10. | Road of Life (CBS) | 2,064 |
| Day, Sunday (Average for all programs) | | (459) |
| 1. | Adventures of Rin Tin Tin (MBS) | 871 |
| 2. | Greatest Story Ever Told (ABC) | 825 |
| 3. | Galen Drake (8:55) (CBS) | 780 |
| Day, Saturday (Average for all programs) | | (734) |
| 1. | Gunsmoke (CBS) | 1,789 |
| 2. | Kentucky Derby (CBS) | 1,284 |
| 3. | Allan Jackson-News (12:00) (CBS) | 1,009 |

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### VIDEODEX

Top 10 Tv Programs May 1-7

| | Name of Program | Cities | Homes (%) |
|---|---|---|---|
| 1. | I Love Lucy (CBS) | 140 | 35.5 |
| 2. | Toast of the Town (CBS) | 135 | 34.2 |
| 3. | Dragnet (NBC) | 123 | 33.9 |
| 4. | You Bet Your Life (NBC) | 143 | 33.5 |
| 5. | Disneyland (9:00 P.M.) (ABC)* | 20* | 33.4 |
| 6. | Max Liebman Presents (NBC) | 99 | 31.2 |
| 7. | Studio One (CBS) | 91 | 30.7 |
| 8. | Tv Playhouse (Sunday) (NBC) | 117 | 30.5 |
| 9. | Our Miss Brooks (CBS) | 67 | 30.2 |
| 10. | GE Theatre (CBS) | 118 | 29.6 |

* Markets receiving second telecast of May 4.

| | Name of Program | Cities | Homes (000) |
|---|---|---|---|
| 1. | I Love Lucy (CBS) | 140 | 12,328 |
| 2. | Toast of the Town (CBS) | 135 | 11,917 |
| 3. | You Bet Your Life (NBC) | 143 | 11,441 |
| 4. | Dragnet (NBC) | 123 | 11,052 |
| 5. | December Bride (CBS) | 161 | 10,516 |
| 6. | Tv Playhouse (Sunday) (NBC) | 117 | 10,276 |
| 7. | Max Liebman Presents (NBC) | 99 | 10,064 |
| 8. | Studio One (CBS) | 91 | 9,995 |
| 9. | GE Theatre (CBS) | 118 | 9,893 |
| 10. | Ford Theatre (NBC) | 162 | 9,636 |

Copyright 1955 by Videodex Inc.

# WHAT MAKES A TV SHOW GREAT?

The clap-clap of a child's hands in response to a familiar tune . . . the burst of laughter from a timid little boy when he sees a funny cartoon . . . the enthusiastic response from youngsters grouped around the TV set exploring new playtime crafts and friends . . . these result in a child's faithful belief that "Aunt Fran's OK." . . . that's what makes **wbns-tv's** "Aunt Fran Show" great.

Mothers too, share this same belief in Aunt Fran. They heartily approve of her "instruction through entertainment" show methods. These young homemakers, representing America's most potent family buying group, become familiar with the products Aunt Fran advertises, while their youngsters enjoy **wbns-tv** on-the-spot visits with the butcher, baker and candlestick maker.

These combined ingredients of fact and fancy make **wbns-tv's** "Aunt Fran Show" great.

# wbns-tv

**COLUMBUS, OHIO**
**CHANNEL 10**

**CBS-TV NETWORK** — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

**REPRESENTED BY BLAIR TV**



## 'Steel Hour' Adds Directors

U. S. STEEL Corp., aiming for "an even greater" enlargement of "scope" of its drama series, *U. S. Steel Hour,* which moves July 6 from ABC-TV to CBS-TV, is adding three top directors "to guide" the series during the coming year.

In an announcement today (Mon.), U. S. Steel noted that each of the directors—Dan Petrie, Norman Felton and Sidney Lumet—"although highly versatile and experienced in all types of tv drama," possesses "different special abilities." Mr. Petrie has directed a number of tv series, including *Justice, Circle Theatre* and *The Elgin Hour.* Mr. Felton has been a director of *Robert Montgomery Presents* for the past six years and was formerly executive tv producer on NBC Central Division. Mr. Lumet's talents have been connected with *Danger, You Are There, Omnibus, Best of Broadway* and *The Elgin Hour.*

### NETWORK NEW BUSINESS

**Miles Labs Inc.** (Alka-Seltzer, One-a-Day Vitamins), Elkhart, Ind., replaces *Break the Bank* on NBC Radio with *Fibber McGee & Molly* (Mon.-Fri., 11:45 a.m. EDT), starting June 27. Agency: Geoffrey Wade Adv., Chicago.

**General Foods Corp.,** White Plains, N. Y., through Young & Rubicam, N. Y., and Procter & Gamble, Cincinnati, through Biow-Beirn-Toigo, N. Y., will sponsor *Those Whiting Girls* on alternating basis as summer replacement for *I Love Lucy* on CBS-TV (Mon., 9-9:30 p.m. EDT), effective July 4.

**W. A. Sheaffer Pen Co.,** Fort Madison, Iowa, and **Maytag Co.,** Newton, Iowa, will co-sponsor *Navy Log,* CBS-TV Film Sales property, on CBS-TV (Tues., 8-8:30 p.m.), effective in fall. Russel M. Seeds and McCann-Erickson, both Chicago, are respective agencies.

**Pharmaceutical Inc.** (Geritol, Serutan, R.D.X.), Newark, N. J., to sponsor *Masquerade Party* alternate Wednesdays on ABC-TV (Wed., 9-9:30 p.m. EDT), effective July 13.

**Ball Bros. Co.** (home canning jars and lids), Muncie, Ind., to sponsor new *Breakfast Club Review,* digest of highlights of Mon.-Fri. *Breakfast Club* on ABC, on ABC Radio (Sat., 10:30-10:55 a.m. EDT), starting June 18. Agency: Applegate Adv., Muncie.

**Ford Div.,** Ford Motor Co., Detroit, will sponspor *Ford Jubilee* on CBS-TV (Sat., 9:30-11 p.m.), effective early fall. Agency: J. Walter Thompson Co., N. Y.

### AGENCY APPOINTMENTS

**Halle Bros.,** Cleveland, appoints McCann-Erickson, same city, effective July 1. Radio-tv will be used. **Sohio Chemical Co.,** Lima, Ohio, has appointed M-E, Cleveland.

**National Paint & Varnish Co.,** L. A., names Caples Co. there. Tv will be used. Emil Reisman is account executive.

**Shavex Co.** (AC to DC converter), L. A., appoints J. P. Shelley & Assoc. Inc., same city. J P. Shelley is account executive. Radio saturation campaign in 83 markets planned.

**Cobblers Inc.** (California Cobblers shoes), appoints Calkins & Holden, same city.

### AGENCY RESIGNATION

**Pringle-Gotthelf Assoc. Inc.,** N. Y., has resigned account of Rhodes Pharmacal Co., Cleveland.

SPONSORS WARM TO AP
Because . . . it's better
*and it's better known.*

# "Airliner Down... *on my way"*

**Case History No. 9**

The jangle of a telephone startled Bill Bowers, News Director of KTTS and KTTS-TV, Springfield, Mo., out of a sound sleep shortly before midnight. A deputy sheriff was calling—one of Bowers' good news sources. Bowers listened, suddenly wide awake. Seconds later he put in calls to The Associated Press bureau at Kansas City, and to his station:

**"An airliner's reported down north of the airport," he said. "I'm on my way."**

His call gave The AP a head start on the crash, in which 13 were killed, 22 injured. But Bill's work had just started.

He drove through a chilly rain to the crash area. Plodding over a muddy farm field, he reached the wreckage just as survivors were being removed.

He helped ambulance drivers. He interviewed survivors. He started work on an identification list. His back, still sensitive from a recent spinal operation, began to hurt. He continued his rounds.

The AP, meanwhile, was wrapping up other details through a multitude of telephone calls. Bowers came through again—with the first survivor interview, plus a casualty list.

Soon, AP staffmen arrived from Kansas City and Bowers helped them ... meantime feeding the story to his station.

Twenty-four hours later, Bill Bowers was able to resume his interrupted sleep. And the next day, the doctor put a brace on his back again. But Bowers didn't mind.

"I am proud of the way all of us handled the story," he said. "It's that spirit of cooperation that makes AP a great service."

***Bill Bowers is one of the many thousands of active newsmen who make The AP better . . . and better known.***

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

**Those who know famous brands...know the most famous name in news is AP**

# in television— what you don't know can hurt you!

**Q.** Where can I get some really up-to-date information about stations equipped for color TV?

**A.** Easy enough. It's all in the *1955 Telecasting Yearbook* . . where the facilities are — what they're equipped to handle. Most complete run-down on color TV ever assembled by anybody.

**Q.** How are food and drug sales going in Coconino County these days?

**A.** Just look them up in the *1955 Telecasting Yearbook!* It has the full market data story on *every* U.S. county — including Chattahochie, Dimmit, Musselshell *and* Smith.

**Q.** C.D.M. & S.? Is that a new agency I didn't know about?

**A.** No . . but if it *were*, the *1955 Telecasting Yearbook* would have the latest directory facts on their TV accounts and the top people who handle them. Accurate stuff, right up to presstime.

**Q.** How soon is there likely to be television service in a market like, say, Hubcap, Nebraska?

**A.** Well, if there's a CP outstanding with an on-air date projected — the *1955 Telecasting Yearbook* will give you all the information available. And, of course, the complete story about every existing station is neatly listed in the big state-by-state directory.

**Q.** Say . . what *doesn't* this *1955 Telecasting Yearbook* contain?

**A.** *Your advertisement* — if you haven't already reserved space. And, if not, now's the time to do something prompt about it . . because the deadline (July15) is rolling upon us like a monsoon!

**Q.** You think it's a good place for us to be represented?

**A.** "Good" is no word for it. Like its predecessors, the *1955 Telecasting Yearbook* will go to 15,000 of the most active people in television . . men and women who thumb through, read, study and re-read its nearly 500 pages of vital TV facts, day after day, week after week, in every corner of America. This is the *perfect, indispensable* place for you to tell your story! Unless you *prefer* being a hermit . . .

**Q.** What's it cost?

**A.** Despite TV's incredible growth — and the far greater readership the *1955 Telecasting Yearbook* will enjoy — rates are the same as last year for contract advertisers. Otherwise, rate card No. 8 applies.

**Q.** Where do I sign?

**A.** Right here . . on the coupon below. This will save you a good position where multiple readings of the *1955 Telecasting Yearbook* are sure to put your facts, again and again, before the people who count all year long. But hurry. Your competitors may be reading this, too!

**BROADCASTING TELECASTING**

1955-56 TELECASTING YEARBOOK-MARKETBOOK ISSUE

- the BLUE book of TV knowledge
- nearly 500 fact-crammed pages
- read and used by 15,000 people throughout the TV industry and advertising
- out mid-August; deadline July 15 for proofs
- used last year by almost 350 advertisers
- TV's remarkable one-book library

**TELECASTING Yearbook-Marketbook**

**1735 DeSales Street, Washington, D.C.**

**Quick! Schedule us for the following space in this year's edition, out in mid-August:**

| | | |
|---|---|---|
| 1 page | $450* | 7¾" x 11" |
| ⅔ page | 335* | 5⅛" x 11" |
| ½ page | 265* | 8½" x 5½" or 4" x 11" |
| ⅓ page | 185* | 2½" x 11" or 5⅛" x 5½" |
| 1/6 page | 105* | 2½" x 5½" or 5⅛" x 2¼" |

*One-time rate. For contract advertisers, rate card No. 7 remains in force.

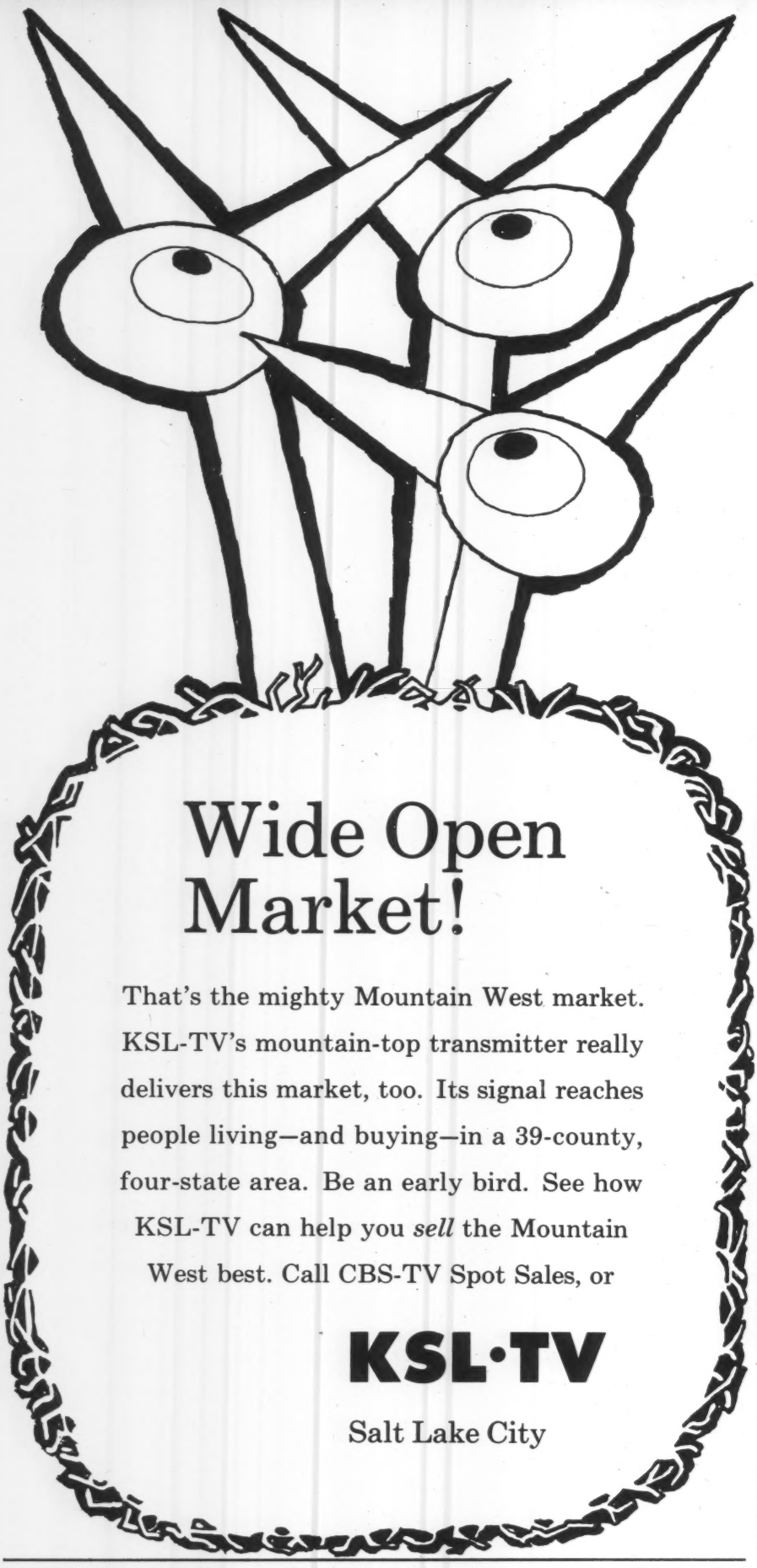
**Advertiser** _____

**Per:** _____ **Title** _____

**Address** _____

**City** _____ **Zone** _____ **State** _____

**We'll get copy to you by July15 — complete plates by July 25.** (Check which)

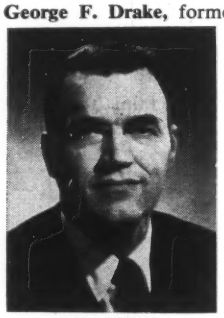

Wide Open Market!
That's the mighty Mountain West market. KSL-TV's mountain-top transmitter really delivers this market, too. Its signal reaches people living—and buying—in a 39-county, four-state area. Be an early bird. See how KSL-TV can help you *sell* the Mountain West best. Call CBS-TV Spot Sales, or
KSL·TV
Salt Lake City



## A&A PEOPLE

**William Rich,** sales manager, WRCA New York, to Gash, Ferolie Corp. (food brokers), N. Y., as vice president and partner.

**George F. Drake,** formerly executive planner, Ruthrauff & Ryan, Chicago, to MacFarland, Aveyard & Co., same city, as vice president and creative director.


MR. DRAKE

**Richard W. Bowman,** copy supervisor, Foote, Cone & Belding, N. Y., to William H. Weintraub & Co., N. Y., as radio-tv copy supervisor.

**Reinhardt Knudsen,** vice president, Botsford, Constantine & Gardner, Portland, Ore., named manager, Seattle office, succeeding **W. W. Woodbridge Jr.,** who moves to Dancer-Fitzgerald-Sample, S. F.; **Douglas Murray,** art director, BC&G, Seattle, elected vice president.

**Elwood K. Grady,** formerly account representative, J. Walter Thompson Co., S. F., to Chicago office as associate media director.

**Willson M. Tuttle,** formerly vice president, tv-radio dept., Ruthrauff & Ryan, N. Y., to radio-tv dept., Fuller & Smith & Ross, same city, in management capacity for overall agency tv activities.

MR. TUTTLE

**Vonda Carlton,** editor, *Whittier Star Reporter,* to Byron H. Brown & Staff, L. A., as publicity director.

**Frank Flis,** formerly with Kudner Agency, N. Y., to Erwin, Wasey & Co., Ltd., L. A., as art director.

**Katherine Cabell,** to Applestein, Levinstein & Golnick Adv., Baltimore, as production executive.

**George W. Bamberger,** account executive, Gardner Adv. Co., St. Louis, promoted to account group supervisor; **Charles W. Butler,** assistant account executive, named account executive; **Edward A. Langan,** account service manager, promoted to assistant account executive.

MR. SUTTON

**Felix M. Sutton,** formerly with William H. Weintraub & Co., N. Y., to Biow - Beirn - Toigo, N. Y., as copy group head.

**Norman Rose,** copy chief, Doyle Dane Bernbach, L. A., named account executive.

**Myron S. Lewis** to Biow - Beirn - Toigo, N. Y., as associate account executive.

**Jim Swift,** formerly in charge of MCA-TV syndicated film div. offices, Phila., Baltimore and Washington, to BBDO, Hollywood, as assistant publicity director.

**Maurice Goodman Jr.,** formerly account executive, Grey Adv., N. Y., named advertising and sales promotion director, Technical Tape Corp., N. Y.

*Another thinly disguised WJR success story*

## Get these housewives off my back!

Recently, a buyer for a chain of supermarkets just wouldn't buy a certain macaroni. Figured it was a dust gatherer, and you know how a buyer would feel about dusty macaroni packages. The buyer didn't figure on the macaroni-maker's advertising.

A successful advertiser, the macaroni-maker knew that *spot radio on WJR* is the best way to move goods fast.

That's why he had bought a morning newscast on WJR, Detroit.

Suddenly, the store managers had every brand of macaroni but the one the housewives wanted. The store managers called a harried and pleading order to the buyer: "Get these housewives off my back!"

The macaroni is going great all over WJR's primary coverage area, which includes 10 percent of U.S. buying power—more than 16,000,000 people. WJR is the most effective "goods mover" in this great market.

Ask the macaroni-maker. In return for his investment, he got skilled programming that combined a housewife's interest in news, her mid-morning relaxation, and her meal planning.

He got a huge audience, conditioned over the years to like and trust WJR advertisers because it likes and trusts WJR programs.

The macaroni-maker got results. Now he's a WJR success story. Your Henry I. Christal man can tell you how you can be one yourself.

*The Great Voice of the Great Lakes*

**WJR** *Detroit*

*50,000 Watts CBS Radio Network*

*WJR's primary coverage area: 16,000,000 people*

# *YOU MIGHT SPEED 200 MPH ON A TRAIN*—*

# BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

| STATIONS | 6 a.m. 12 noon | 12 noon 6 p.m. | 6 p.m. midnight |
|---|---|---|---|
| WKZO | 41% | 37% | 35% |
| B | 18 | 17 | 16 |
| C | 10 | 12 | 11 |
| D | 10 | 9 | 7 |
| E | 8 | 7 | 8 |
| OTHERS | 14 | 18 | 24 |

*NOTE: For first time, Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews*

**If you need to throw the throttle wide open in your Western Michigan advertising, use WKZO—CBS radio for Kalamazoo and Greater Western Michigan.**

**Pulse figures, left, show WKZO gets more than twice as many listeners as Station B—*morning, afternoon and night!***

**Nielsen credits WKZO with 181.2% more *daytime* radio families than Station B—190.6% more *nighttime!***

AM – TV – FM

*The Fetzer Stations*

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

# WKZO

**CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN**

**Avery-Knodel, Inc., Exclusive National Representatives**

** A French National Railways electric train set this record near Bordeaux on March 28, 1955.*

# TV SATELLITE, BOOSTER COMPETITION SPOTLIGHTED AT NCTA N. Y. SESSIONS

**Community television system operators' association doubles its budget to meet growing problems of the organization.**

THREAT of tv satellite and booster operations to the future of community tv systems overcast the fourth annual convention and trade show held Monday through Wednesday at the Park Sheraton Hotel in New York by the National Community Television Assn.

Convention delegates also placed the question of "property rights," and possible federal or state regulation high on the list of problems which operators of the systems must face in the coming year.

Concern over these as yet unsolvables was reflected in the NCTA's decision to more than double its budget for the coming fiscal year, starting July 1. The budget has been increased to $50,000 compared to the approximately $20,000 budget of the previous fiscal year.

NCTA member confidence in the higher budget—which will mean wider promotional efforts—was shown by consent to a revised dues structure which for some operators will mean yearly dues payment as high as 10 times what they formerly paid.

Delegates, learning of possible litigation facing a member operator in Montana because of a "property right" question, hastened a board of directors post-convention session Thursday. The board announced that if there is litigation NCTA will fight the case in the courts.

The Montana situation was made known Tuesday by E. Stratford Smith, NCTA executive secretary and general counsel, referring to a letter from E. B. (Ed) Craney, XL Stations, to G. Norman Penwell, operator of Bozeman (Mont.) Community Tv Inc. (Mr. Craney operates KXLQ [AM] Bozeman and Mr. Penwell is also president of Penn Engineering Co., licensee of KBMN [AM] there).

### Retransmittal Challenged

Reportedly Mr. Craney asked the community tv firm to cease "retransmittal" of KXLF-TV Butte, Mont., signals since they were intended for "free public reception" and because advertiser contracts with the station expressly forbid retransmittal. He also was said to have noted that an allocation exists for a uhf channel in Bozeman and thus the vhf transmittal by the community tv operation would work against set owners' interests should that channel be occupied.

During the Tuesday session, which featured a panel on satellite and booster stations, speakers agreed that the low-powered satellite station would pose the greatest competitive threat if the station can be self-supporting.

On the panel were H. M. Diambra, president of Entron Inc.; Milton Shapp, president of Jerrold Electronic Corp.; Fitzroy Kennedy, president of Spencer Kennedy Labs, and M. F. Malarkey Jr., community tv operator and president of the association.

Some of the speakers pointed up what they called weaknesses of satellite operations—economic (who will finance the stations) and programming (can the station provide more than one channel).

Mr. Shapp said that the effect of satellites on community systems already has been felt and there will be still more of an effect in the "coming months." He urged systems operators to increase efforts on cable connections, asking for greater selling as the means for competing against the satellite.

Noting that there is a great investment in community tv, Mr. Shapp warned that the community television industry "cannot be exposed to the satellite threat." He said ways must be found to protect this investment and to assure a return "if FCC permits satellite stations" on a wide scale.

Mr. Kennedy suggested that economically the satellite would be a loss to a tv broadcaster since ordinarily a coverage area of a station would not be increased enough to warrant a proportionate increase in the rate card as opposed to the initial investment in the satellite.

It was pointed out, however, that am station operators were setting up satellite tv stations, receiving signals from a high-powered tv station and gaining their revenue through sale of spot adjacencies.

Mr. Diambra offered the view that the satellite eventually will fit into the broadcast allocations pattern but that a question remains: From where would the satellite draw its support? He said community tv systems must learn to "coexist" with satellite operations. And if the satellite's programming is not adequate, "the stations will fall of their own weight."

Mr. Malarkey said that neither the booster nor satellite would "pose a serious threat," if the community tv systems assure reasonable pricing structures and offer better and more service to customers. He acknowledged, however, that the association is much concerned with the impact of these stations on both existing and future community tv systems.

Also offered for thought was the possibility that toll tv would enter the picture, with low-powered satellites carrying such programs and thus automatically solving the question of financial support.

In his opening address to NCTA, Mr. Malarkey noted that community tv antenna systems have progressed since the lifting of the tv freeze; noted that if operators keep their own "house in order" there will be no need for states to regulate them, and cautioned operators that there would be no gain in petitioning before the FCC against satellites and boosters—the best weapon, he said, is to heighten competitive aggressiveness thus relegating the satellite operation to a secondary position to community tv.

Mr. Malarkey, operator of community tv antennas in Pottsville, Schuykill Haven and Minorsville, all Pennsylvania, was re-elected president of NCTA. Other officers named: Bill Daniels, president, Community Tv Systems of Wyoming, vice president; Joseph Saricks, Clearfield Community Tv Systems Inc., secretary; William Calsam, Community Cable Corp., treasurer (re-elected). Mr. Smith was reappointed executive secretary and general counsel.

# FREEDOM OF COMPETITION FOR NCTA—DOERFER

COMMUNITY antenna television systems—whether eventually declared to be broadcasting or common carrier operations, subject or not subject to FCC regulations—should be allowed to compete freely with other services, FCC Comr. John C. Doerfer said last Wednesday in a talk before the fourth annual convention of the National Community Television Assn. in New York. He hoped FCC would not assume jurisdiction.

"The avowed objective of FCC is to make

Reserve
Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 7
Publication Date:
Mid-August

possible for everyone in the U. S. at least one free television service," Comr. Doerfer stated. "In my opinion, it would be more consistent with American philosophy to accomplish this by providing opportunity rather than imposing artificial restraints or outright prohibition of a competing CATV service by governmental fiat."

Comr. Doerfer explained that if FCC or the courts decide the Commission has jurisdiction over CATV systems as common carriers for hire, "then I can see no escape from the FCC taking jurisdiction over charges and service standards. This suggests a difficult problem in the administration of regulation over two types of systems in the same field.

"If the FCC has jurisdiction over CATV systems—not as common carriers but as competing broadcasters—it may be asserted that it would be desirable to restrain them from competing against the establishment or development of a free local broadcasting system. But broadcasters are in a free competitive field. The Communications Act and court decisions so state. They are not entitled to protection solely from competition of other broadcasters. So if CATV is broadcasting, then no broadcaster is entitled to protection.

"If CATV is declared a common carrier, then if any one is entitled to protection it is common carriers under the ordinarily understood concepts of regulation. Hence, if broadcasters seriously contend that they are entitled to protection, they, in effect, are asking for eventual regulation of their rates and services. No modern theory of governmental grant of exclusivity to a territory for an industry permits that industry to operate without extended regulatory controls eventually to a greater degree than presently applied to the broadcasting industry."

### Free Signals for All

Pointing out the Sixth Report & Order's pronouncement of at least one free tv signal for everyone in the U. S., Comr. Doerfer reminded the CATV convention of Commission proposals to extend tv broadcast station coverage through low power outlets, boosters and satellites.

"Even these may prove too costly in some areas," he speculated. "It is in such fields that there may still be fertile ground for the CATV systems."

Reviewing the history of the regulation of the broadcasting industry, Comr. Doerfer commended the CATV operators for pioneering in an uncharted field to provide service to some one million viewers. He noted that CATV now incorporates some 400 systems, serving more than 300,000 subscribers, and represents a $20 million industry.

Comr. Doerfer noted there is substantial precedent for holding that CATV constitutes interstate commerce, "but not all interstate commerce is subjected to federal regulation. There is ample authority for the proposition that if Congress has not fully pre-empted the field and the activity is predominantly a local one, the courts will not stay the hand of local regulation or insist upon federal regulation where none was intended.

"Whether this is the true state of affairs in your industry," Comr. Doerfer told the CATV group, "only time and court decisions will tell. I am aware of the fact that some community antenna operators insist that they are not common carriers for hire; that their operations are merely an extension of individual home antennas upon a high point to capture a signal which is about to escape its earthly usefulness on its way to infinite space. Although this may have merit insofar as federal regulation is concerned, it is doubtful that it could successfully resist assumption of jurisdiction by a state."

# AAAA NAMES LOCAL, REGIONAL OFFICERS

NEWLY-ELECTED officers and governors of the four sectional regions and 19 local councils of the American Assn. of Advertising Agencies were announced last week.

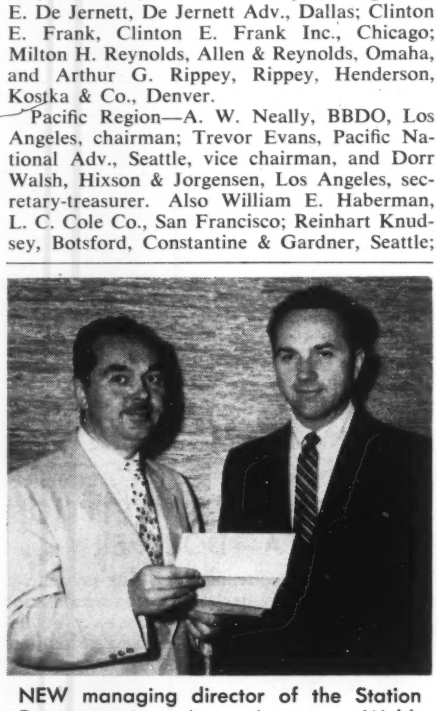
Sectional boards of governors are as follows:

Eastern Region—John K. Strubing Jr., Compton Adv., New York, chairman; William Resor, J. Walter Thompson Co., New York, vice chairman, and Aaron Sussman, Sussman & Sugar, New York, secretary-treasurer. Also George B. Barnard, Aitkin-Kynett Co., Philadelphia; Robert E. Daiger, VanSant, Dugdale & Co., Baltimore; Thomas F. Harrington, Ted Bates & Co., New York; James M. Henderson, Henderson Adv., Greenville, S. C.; Richard S. Humphrey, H. B. Humphrey, Alley & Richards, Boston; Sture H. Nelson, Wm. B. Remington Inc., Springfield, Mass., and James D. Webb, C. J. LaRoche & Co., New York.

East Central Region—Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich., chairman; John C. Maddox, Fuller & Smith & Ross, Cleveland, vice chairman; Edward E. Rothman, Campbell-Ewald, Detroit, secretary-treasurer, and William Z. Burkhart, Stockton-West-Burkhart, Cincinnati; Robert W. Dailey, McCann-Erickson, Cleveland; William J. Geissinger, Ketchum, McLeod & Grove, Pittsburgh; Clarence Hatch Jr., D. P. Brother & Co., Detroit; Wilfred F. Howard, J. Walter Thompson Co., Detroit, and Vincent C. Koepnick, Geyer Adv., Dayton.

Central Region—Vincent R. Bliss, Earle Ludgin & Co., Chicago, chairman; L. O. Holmberg, Compton Adv., Chicago, vice chairman, and E. J. Lauesen, Fuller & Smith & Ross, Chicago, secretary-treasurer. Also George B. Bogart, Calkins & Holden, Chicago; Charles A. Brandon, Winius-Brandon Co., St. Louis; F. Strother Cary, Leo Burnett Co., Chicago; Bobb Chaney, BBDO, Minneapolis; James H. Cominos, Needham, Louis & Brorby, Chicago; Ira E. De Jernett, De Jernett Adv., Dallas; Clinton E. Frank, Clinton E. Frank Inc., Chicago; Milton H. Reynolds, Allen & Reynolds, Omaha, and Arthur G. Rippey, Rippey, Henderson, Kostka & Co., Denver.

Pacific Region—A. W. Neally, BBDO, Los Angeles, chairman; Trevor Evans, Pacific National Adv., Seattle, vice chairman, and Dorr Walsh, Hixson & Jorgensen, Los Angeles, secretary-treasurer. Also William E. Haberman, L. C. Cole Co., San Francisco; Reinhart Knudsey, Botsford, Constantine & Gardner, Seattle; Wayne R. Leland, House & Leland, Portland, Ore.; J. Walter McLean, J. Walter McLean Adv., Spokane; Edward Merrill, Young & Rubicam, San Francisco; Robert Miller, Miller, Ogle & Myers, Spokane; Ross H. Ryder, Ryder & Ingram, Oakland; C. E. Staudinger, Warwick & Legler, Los Angeles; John L. Sugg, Cole & Weber, Portland, and W. H. Wilde, McCarty Co., San Francisco.



NEW managing director of the Station Representatives Assn., Lawrence Webb (r), is welcomed by Adam J. Young Jr., SRA president, as Mr. Webb officially takes over his duties.

Officers of the local councils are as follows:

Chesapeake Council—Robert E. Daiger, VanSant, Dugdale & Co., Baltimore, chairman; Sidney A. Levyne, S. A. Levyne Co., Baltimore, vice chairman, and John F. Hardie Jr., Lewis Edwin Ryan, Washington, secretary-treasurer.

Chicago Council—George B. Bogart, Calkins & Holden, chairman; Norman D. Buehling, Fensholt Adv., vice chairman, and Scott Leonard, Young & Rubicam, secretary-treasurer.

Cleveland Council—Robert W. Dailey, McCann-Erickson, chairman; John F. Wilson, Carr Liggett Adv., vice chairman, and Charles Farran, Griswold-Eshleman Co., secretary-treasurer.

Dayton Council—Vincent C. Koepnick, Geyer Adv., chairman; Carter B. Helton, Kircher, Helton & Collett, vice chairman, and Hugo Wagenseil, Hugo Wagenseil & Assoc., secretary-treasurer.

Michigan Council—Clarence Hatch Jr., D. P. Brother & Co., Detroit, chairman; Richard J. Farricker, Kudner Agency, Detroit, vice chairman, and Robert E. Anderson, BBDO, Detroit, secretary-treasurer.

New England Council—Sture H. Nelson, Wm. B. Remington Inc., Springfield, Mass., chairman; W. L. Shepardson, James Thomas Chirug Co., Boston, vice chairman; Daniel F. Sullivan, Daniel F. Sullivan Co., Boston, secretary-treasurer.

New York Council—James D. Webb, C. J. LaRoche & Co., chairman; Bryan Houston, Bryan Houston Inc., vice chairman, and A. W. Fargo Jr., Chas. W. Hoyt Co., secretary-treasurer.

Northern California Council—William E. Haberman, L. C. Cole Co., chairman; James A. Brown, Hoefer, Dieterich & Brown Inc., vice chairman, and Harold Marquis, West-Marquis, Inc., secretary-treasurer.

Oregon Council—John L. Sugg, Cole & Weber, chairman; T. Bryce Spruill, Botsford, Constantine & Gardner, vice chairman, and Adolph L. Bloch, Adolph L. Bloch Adv., secretary-treasurer.

Philadelphia Council—George B. Barnard, Aitkin-Kynett Co., Philadelphia, chairman; Earle Steiert, Richard A. Foley Adv., Philadelphia, vice chairman, and Walter G. O'Connor, Michener and O'Conner, Harrisburg, secretary-treasurer.

Pittsburgh Council—William J. Geissinger, Ketchum, MacLeod & Grove, Inc., chairman; George S. Hill, Albert P. Hill Co., vice chairman, and B. B. Jones, Ketchum, MacLeod & Grove, secretary-treasurer.

Puget Sound Council—Reinhart Knudsen, Botsford, Constantine & Gardner, Seattle, chairman; Wilfred W. Pascoe, McCarty Co. of Washington, Seattle, vice chairman, and Franklin C. Welch, Honig-Cooper Co., Seattle, secretary-treasurer.

Rocky Mountain Council—Arthur G. Rippey, Rippey, Henderson, Kostka & Co., chairman; Robert L. Roat, J. Walter Thompson Co., vice chairman, and Curt Freiberger, Curt Freiberger & Co., secretary-treasurer.

St. Louis Council—Charles A. Brandon, Winius-Brandon Co., chairman; George H. Shields, Gardner Adv. Co., vice chairman, and Roger Bacon, Ruthrauff & Ryan, Inc., secretary-treasurer.

Southern California Council—C. E. Staudinger, Warwick & Legler, chairman; Jack W. Smock, Young & Rubicam, vice chairman and Paul R. Jordan, the Jordan Co., secretary-treasurer.

Southeast Council—James M. Henderson, Henderson Adv. Agency, Greenville, chairman; C. K. Liller, Liller, Neal & Battle, Atlanta, vice chairman and T. Russell Paulson, J. Walter Thompson Co., Atlanta, secretary-treasurer.

Southwest Council—Ira E. De Jernett, De Jernett Adv. Agency, Dallas, chairman; A. S. Black, A. S. Black & Co., Houston, vice chairman, and Ted A. Workman, Ted Workman, Adv., Inc., Dallas, secretary-treasurer.

Spokane Council—J. Walter McLean, J. Walter McLean Adv., chairman; Charles R. Devine, Devine & Brassard, Inc., vice chairman, and Virgil A. Warren, Virgil A. Warren Adv., secretary-treasurer.

Twin City Council—Bobb Chaney, chairman; Charles R. Strotz, Bruce B. Brewer & Co., vice chairman, and Vance Pidgeon, Vance Pidgeon, and Assoc., secretary-treasurer.

# GOOD, HONEST ADS SOUGHT BY CONE

GOOD, HONEST and creative advertising, more than any other factor, can help forestall cynicism on the part of the American people, Fairfax M. Cone, president of Foote, Cone & Belding, told Alpha Delta Sigma, national advertising fraternity, in Chicago last week.

On the other hand, bad, dishonest and noncreative advertising, in the form of "sheer ballyhoo," can help speed the day of such a fate, the agency president said. He charged television today has as much of these unfavorable elements as radio had five years ago.

Mr. Cone addressed a banquet of ADS, holding its national convention at the Palmer House concurrently with the golden jubilee meet of the Adv. Federation of America (see story, page xx).

"Advertising has never been so important and copy in advertising has never been so important as now," Mr. Cone asserted. He said advertising and selling must be directed to consumers, and the most important thing in copy is ideas "to pierce the wall of all advertising, which has doubled since the war."

Philip Ward Burton, re-elected ADS president, presided over the three-day meeting. Jack S. Pettersen, dealer development director, Norge Sales Corp., addressed an ADS luncheon session Monday on "Will It Make a Sale?" He asserted that advertising conceived and executed without exposing the product to the consumer at retail level is "absolutely worthless" and stressed merchandising. Other meetings were devoted to business and advertising education with representatives of 24 colleges and universities attending. Three awards were given.

New officers of Alpha Delta Sigma are Milton E. Gross, U. of Missouri, executive secretary, and Dr. Noel P. Laird, Franklin & Marshall College, national treasurer.

## D. C. AWRT Elects Tufty

AT ITS annual business meeting Wednesday, the D. C. chapter, American Women in Radio & Television elected Esther Van Wagoner Tufty, Washington editor of NBC-TV's *Home* program, as president. Other officers elected were Fran Riley, NARTB, vice president; Vicki Kissal, WMAL, corresponding secretary; Beverly Warren, Civil Air Patrol radio-tv specialist, recording secretary; Gertrude Entenmann, Henry J. Kaufmann & Assoc.

# S. CAL. RADIO ENJOYING BEST YEAR, AD CLUB TOLD

**SCBA panel, appearing on club's annual 'Radio Day' program, says Southern California radio is reflecting a national trend for the medium.**

SOUTHERN CALIFORNIA radio is currently enjoying its most profitable year, part of a national trend, members of a Southern California Broadcasters Assn. panel told the Hollywood Adv. Club at the Club's annual "Radio Day" last Monday.

Speaking of the "re-evaluation of radio" surveys undertaken by three New York agencies, Frank Crane, SCBA managing director, summarized their findings. Grey Adv. found that "Radio is the constant companion of the American public"; BBDO that it is a "growing, vital medium," and David J. Mahoney Inc. that, "Radio is going to experience a tremendous boom within the next 10 years."

Current programming trends in radio were noted by Mr. Crane, with individual stations varying from the still-important music and news format by intensifying local news coverage and increasing live programming. Moreover, radio sales presentations are tending to de-emphasize ratings and to point up success stories, he commented.

Stan Spero, commercial manager, KMPC Hollywood and chairman, SCBA sales committee, called attention to the unique characteristics of the expanding Southern California market, which increases by approximately 20,000 persons a month. With this growth has come a decentralization in marketing and only 10% of the retail business is now conducted in downtown Los Angeles, he observed. There are more automobile radios than tv sets in the area, he added.

The search for new advertisers by the SCBA sales committee was outlined by Mr. Spero. The committee has promoted the use of cooperative advertising funds in radio and has monitored other media in its search for prospects, he observed.

Tv has proved an indirect blessing to radio by increased advertising budgets, believes Terry Mann, sales manager, Don Lee Broadcasting System, Hollywood, and vice chairman, SCBA sales committee. With the increase in tv rate cards to meet actual programming costs, the trend has been back toward radio, Mr. Mann opined.

Commenting on the eastern agency findings discussed by Mr. Crane, Mr. Mann noted that David J. Mahoney is a 32-year-old advertising executive who is not "blinded by the glamor days of pre-tv radio," and who finds that radio can do a very effective selling job now.

While admitting that network radio and national spots have not shown gains corresponding to those made by independent stations, he noted that no longer is a $1 million budget required to launch a national radio campaign. Upcoming network programs like NBC Radio's *Monitor* and such revised rate cards as now offered by Mutual-Don Lee make possible the effective use of the advertising dollar on radio, Mr. Mann concluded.

Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and immediate past SCBA president, acted as chairman of the "Radio Day." Mr. McAndrews also commented on the intensified local radio news coverage and the increasing number of stations subscribing to such services as City News Service of Los Angeles to give them local news coverage equal to that of metropolitan newspapers.

TV STATIONS subscribing to the NARTB Tv Code will have a "talking seal" as well as slides to use in promoting code affiliation. An animated sound film has been produced for subscribing stations and the official seal design (above) has been revised. The new design has fewer words and symbols, and it leaves room for call letters in the corners.

## Tv Code Board Campaigns For Wider Public Interest

CAMPAIGN to build wider public interest in the television industry's voluntary self-regulation has been started by the NARTB Television Code Review Board. A promotion kit has been sent to the 259 stations and four tv networks subscribing to the code, according to NARTB President Harold E. Fellows.

"Many viewers feel that the managements of tv stations are not interested in public opinions, reactions and criticisms," Mr. Fellows said. "Through this 13-week campaign, conducted over the transmitters of 259 tv stations and with the cooperation of all tv networks, I am hopeful that we will convince viewers that they themselves determine the nature of tv programming."

The promotion kits contain 35mm slides, glossy photos and balops of the new NARTB "Seal of Good Practice" (see photo); 20-second animated sound film; four-page brochure for distribution to the public; mats and proofs for newspaper and trade press ads, and audio copy for spot announcements of various lengths.

In a letter to all code subscribers Mr. Fellows called for participation in the 13-week drive designed to emphasize the industry's "recognition of the public's dominating role in determining the acceptability and nature of television programming and advertising." Additional kit material will be sent code subscribers from time to time.

## NAAN Sets 1955 Schedule For Regional Conferences

PLANS for eastern, western and far western regional network conferences have been announced by the National Advertising Agency Network through Sidney Garfield, NAAN general meetings chairman.

Harold Reingold, president of Reingold Adv., Boston, will preside as chairman of the eastern meeting, which will be held Oct. 14-16 at Atlantic City, N. J.

The western meet will be held Oct. 7-9 in Dayton, Ohio. Presiding as chairman will be George Doyne, president of Doyne Adv., Nashville, Tenn.

The far western regional conference will be presided over by Galen Broyles, president of Galen E. Broyles Co., Denver, Colo. The site of the far western meeting has not as yet been designated.

find an ad man
sharp as a tack
and he always thinks
of KDUB-TV, Lubbock
when he wants to SELL
in Texas
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.
PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.



## Barrett Joins TvB As Sales Executive

HALSEY V. BARRETT, veteran station, network and film distribution executive, has joined Television Bureau of Advertising (TvB) as a sales executive, TvB President Oliver Treyz is announcing today (Monday).

MR. BARRETT

"His experience in television from its earliest days," Mr. Treyz said, "well equips him to concentrate on his basic assignment — to explain to non-television advertisers in the insurance field, for example, the reasons why they should now use America's number one advertising medium."

Most recently associated with Consolidated Television Sales, Mr. Barrett entered broadcasting in WOR New York's sales promotion department after service with the Wall Street firm of E. A. Pierce & Co. With WOR for two years, he moved next to WNEW New York as promotion manager.

Following World War II service as a Navy lieutenant and as aide to Adm. Lewis L. Strauss, Army and Navy Munitions Board, he joined CBS-TV as sales promotion manager. In 1948 he joined DuMont—where he is credited with making the first commercial sale in the history of daytime tv. His DuMont association includes service both as manager of spot sales and in network sales.

He is a co-founder of the American Television Society.

## Kan. AP Radio Meets

ANNUAL spring meeting of the Kansas Associated Press Radio Assn., held June 4-5 in Kansas City, Kan., heard Robert L. Pratt, general manager of KGGF Coffeyville cite the commercial importance of newscasts. "Radio stations have no trouble selling news," Mr. Pratt told the members during a discussion of the Kansas AP radio report.

Robert Wells, general manager of KIUL Garden City, presided in the absence of Chairman Grover Cobb, general manager of KVGB Great Bend.

## Md.-D. C. Broadcasting Assn. Sets Program for June Meet

WIDE range of radio-tv topics will be covered at the June 16-18 meeting of the Maryland-D. C. Radio & Television Broadcasters Assn., to be held at Ocean City, Md. Leslie H. Peard Jr., WBAL-AM-TV Baltimore, is association president.

A radio panel June 17 will include Arthur Goldman, advertising manager, Gunther Brewing Co.; Horace L. Battin, advertising manager, Sears, Roebuck & Co.; Frank Coulter, associate media director, Young & Rubicam; Gordon Kronert, advertising director, The Hecht Co., and Robert B. Jones Jr., vice president-general manager of WFBR Baltimore.

Ralph W. Hardy, NARTB government relations vice president, will speak on "Broadcasting's Opportunity." John Hoagland, BBDO director of new program development, will talk on "Radio—A New Medium." At the June 17 dinner, FCC Comr. John C. Doerfer will be speaker.

Judge Joseph Sherbow of the Supreme Bench of Baltimore, will speak on "Freedom of Information." Charles H. Tower, NARTB employer-employe relations manager, will talk on "Your Economic Future." A tv panel will include Joe Culligan, NBC vice president for tv sales; Richard P. Doherty, president of Tv-Radio Management Corp.; Bob Walsh, advertising director for VanSant, Dugdale & Co.; Ed Codel, vice president of The Joseph Katz Co., and Oliver Treyz, president of Tv Bureau of Advertising.

## Elder Resigns From NARTB, Joins Richards PR Office

OSCAR ELDER, assistant to the NARTB vice president in charge of government relations, has resigned to join the Robert K. Richards public relations firm in Washington. He assumes the new post July 1.

MR. ELDER

Mr. Elder joined NARTB in October 1950 as assistant director of public affairs. Mr. Richards was director of public affairs at the time. In 1953 Mr. Elder was moved up from the post of manager of publicity to an assistant vice president. He is 44, attended U. of Florida, is married and is the father of two boys. Before joining NARTB he had been a sports publicist and newspaperman in Washington and Florida.

## N. Y. AWRT Elects Shannon

JAYNE SHANNON, supervising timebuyer, J. Walter Thompson Co., has been elected president of the New York chapter of American Women in Radio & Television, succeeding Nancy Craig, WABC-TV New York, who will serve as *ex-officio* member of the board for the coming year. Other new officers: Martha Rupprecht, CBS-TV, first vice president; Josephine McCarthy, WRCA-TV New York, second vice president; Lillian Lang, BBC, treasurer; Pat Hurley, WQXR New York, corresponding secretary, and Henriette Harrison, radio-tv consultant, recording secretary. Directors-at-large are Lillian Okun, WMCA New York; Pat Meikle, DuMont, and Kate Titus, Dudley, Anderson & Yutzy Agency.

## Iowa Broadcasters Convene

IOWA Broadcasters Assn. is holding its annual meeting yesterday (Sunday) through tomorrow at Crescent Beach Lodge on Lake Okoboji, with featured speakers to include John Meagher, NARTB, and Fred A. Palmer, Columbus, Ohio, sales consultant. An outing is planned for the families during convention business sessions.

## RETMA-IRE Fall Meet Set

ANNUAL Radio Fall Meeting under auspices of Radio-Electronics-Tv Mfrs. Assn. (Engineering Dept.) and Institute of Radio Engineers (Professional Groups Committee) will be held Oct. 17-19 at Hotel Syracuse, Syracuse, N. Y. Chairman of the meeting committee is Virgil M. Graham, RETMA Engineering Dept. manager. Radio, tv and electronic engineers from the U. S. and Canada will discuss topics of interest to the industry.

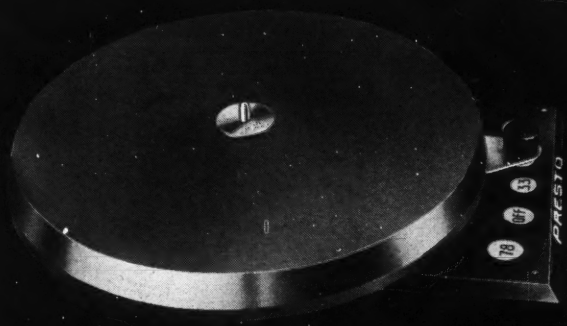
# TWO NEW PRESTO UNITS

## PRECISION THREE-SPEED TURNTABLE

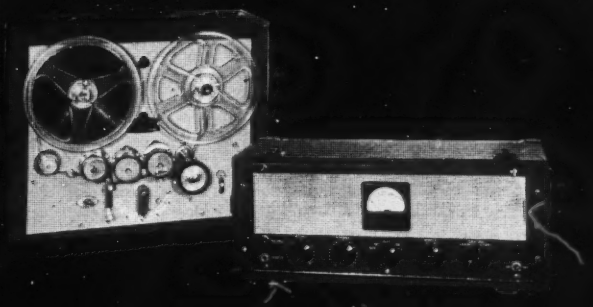
# T-18

## LOW-COST PROFESSIONAL TAPE RECORDER

# SR-27




PRESTO T-18



PRESTO SR-27

### PRESTO T-18 TURNTABLE

**introducing new flick shift!**
**one sideway motion**
**selects 3 speeds—33⅓, 45, 78 rpm.**

The new streamlined T-18 sets the highest standards in turntable design and performance today. Most revolutionary is the exclusive 3-speed shift—with 3 idlers mounted on a single movable plate. A sideway flick of the single control lever automatically engages the proper idler. Trouble-making arms and shift cams are eliminated. Other advantages! Extra heavy weight, wide-bevel table, precision deep-well bearing, built-in adapter for 45 rpm discs, smart telephone black and brushed chrome finish. Only $53.50. Also available with hysteresis motor, $108.

### PRESTO SR-27 TAPE RECORDER

**featuring top-performance features of finest PRESTO units— economy priced for the first time!**

Top value as well as top performance are yours in this 2-unit combination—SR-**27** tape recorder and A-920 amplifier. The recording unit features 3-motor drive; separate record, erase and playback heads; fast forward and rewind. No take-up reel clutch, no idler pulley. A truly professional performer! Companion amplifier has 10 watt output at 16 ohms, self-contained power supply, separate preamps and VU meter, 2 playback speakers. Playback head can be monitored during recording. This combination is your best buy in hi-fi at only $485.

**PRESTO RECORDING CORPORATION**
PARAMUS, NEW JERSEY

**Export Division:** 25 Warren Street, New York 7, N. Y.
**Canadian Division:** Instantaneous Recording Service, 42 Lombard Street, Toronto

**WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS**

CONTINUED FROM PAGE 28

# WOULD TOLL KILL FREE TV?

public for more service and types of programs not now available."

Skiatron, whose system is called Subscriber-Vision, emphasized that its proposal to limit pay tv to uhf—and to needy vhf stations—was based on the income-producing potentials of subscription tv broadcasting.

It also disclosed that it planned to market a decoder-converter in two models. One would carry the audio up to 7 kc limits; a more expensive model would permit up to 15 kc for the sound. The converter portion would be for a single uhf channel.

These decoders would cost from $40 to $50 initially, Skiatron said, but after mass production came into effect, the cost should drop to about $25.

Decoders would be sold through normal retail outlets, Skiatron declared. The encoder would cost about $10,000, with installation ranging from $200 to $1,000.

It also planned to establish franchises in pay tv markets. The franchise holder would furnish or lend encoding equipment to fee tv stations. The franchise holder would either pay card rates to the station for pay tv time, or make an arrangement with the station for a percentage split of the income.

In conjunction with International Business Machines, Skiatron has developed a card which will be mailed to subscribers. The card contains a printed circuit on one side and its use in the decoder impresses billing information on the other. These cards would be mailed back to the franchise holder, who would send the next card to the subscriber with a bill for the first card.

Programs would be furnished by Skiatron Tv Inc. (Matthew Fox, president). Within nine months after authorization, Skiatron Tv will offer stations program schedules of 18 hours a week.

Skiatron estimated that it will take from nine months to a year to establish a satisfactory service. Saturation would be reached, it estimated, in 36 months from the date pay tv was authorized.

In addition to furnishing a pay service to the public, Skiatron also told of a special, secondary system for transmissions to the medical profession.

It also held out the possibility that pay tv might become a new means of distributing motion pictures.

Along this line, it said:

"Subscription television has certain distinct advantages over the theatres. If television were employed to distribute pictures, revenues would be increased because of a substantial reduction in distribution costs. The period of distribution would also be greatly shortened, with the result that the investment in the picture would be tied up for a much shorter time."

Stations would still be responsible for continuing to present a balanced program structure, Skiatron declared. However, in order to keep this situation unhampered, Skiatron suggested that subscription tv be limited to a maximum of 35 hours a week, with no more than 20 hours to be permitted in the 6-11 p.m. time segment.

### Telemeter's Price

International Telemeter Corp., which is 80% owned by Paramount Pictures Corp., said that the cost of integrating its coin box attachment into a regular tv receiver at the factory should add no more than $25-$30 to the present price. For those that have to be attached to existing sets, the cost would be about $75-$80 initially and after mass production about $50. Installation cost would be about $10 to begin with but would soon come down to $5.

Equipment for encoding the transmissions will cost from $10,000 to $15,000. These will be bought by the station or leased from a franchise holder. The franchiser will install and service decoders and make collections.

ITC, whose system is called Telemeter, boasted that it now has a marquee as well as a barker in its plan. When a subscriber tunes to a pay tv station, a sign will appear which will advertise the attraction and note the price. At the same time, the aural portion of the signal will announce the same information.

In a massive, fact-filled economic section, ITC estimated that the cumulative tv bill from 1949 to 1954 equals $16 billion. This was broken down as $10.3 billion spent for receivers, $2.9 billion for running and repairing these sets, $0.3 billion for station investment and networks, and $2.4 billion spent by advertisers.

The average tv receiver owner, ITC said, who bought his set in 1949 had laid out $500 for the initial cost, repairs, maintenance and electricity. In that time, the Telemeter company said, the advertiser has spent only $150 per set on programs. Telemeter went on:

"The fact that most tv entertainment must meet the criteria of those advertisers who find tv advertising suitable to their needs means that


PHOENIX 41st metropolitan market
in population and 45th in retail sales

NOW 34TH* IN DRUG STORE SALES

| | DRUG STORE SALES | Millions |
|---|---|---|
| 32 | COLUMBUS | 19.5 |
| 33 | HARTFORD | |
| 34th | PHOENIX | 18.7 |
| 35 | SAN BERNARDINO-RIVERSIDE-ONTARIO | |
| 36 | FORT WORTH | 18.1 |

*SRD Consumer Markets '55

Drug Store sales are high above the national average, because Phoenix is a health-and-beauty conscious city. Phoenicians are consistent and generous purchasers of products that promote health, good grooming, comfort and general well-being.

For the most complete and economical coverage of this profitable market, tell YOUR sales story over KPHO, and KPHO-TV. Judged strictly by results, KPHO and KPHO-TV can be your biggest sales-builders, too!

SOLD reached most effectively through . . .

KPHO-TV and KPHO
Channel 5 First in Arizona since '49
Dial 910 • ABC Basic Hi Fidelity Voice of Arizona
YOUR MEREDITH STATIONS

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

**NOTICE TO EDITORS**—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

# "No, it isn't CANCER . . ."

PEOPLE are beginning to realize that there is much needless worry about cancer. For example, at a typical cancer clinic, where large numbers of people are examined, *only about one out of every 125 is found to have cancer.*

Thanks to medical progress, the spirit of hopelessness that once surrounded cancer has been replaced by rising optimism. This is based in part on the increased number of lives now being saved. Skin cancer, for instance, discovered early and treated promptly and properly, is curable in 85 percent of the cases.

What developments hold great promise for future progress against this disease? For one thing, there are the advances achieved in detecting so-called "silent cancers," or those which have not caused noticeable symptoms. It is in this stage that the disease is often completely curable.

Another great hope is that drugs will be found to cure both localized and widely spread cancer. Already there are chemicals which can slow down . . . and even stop for awhile . . . the growth of some types of cancer cells. Today, however, only surgery and radiation, used singly or in combination, offer hope of cure or control.

While research goes on against cancer, everyone . . . especially those who are middle-aged and older . . . should take these two wise safeguards:

**1. Learn the seven danger signals** listed here, that give early warning of the possibility of cancer.

**2. Have periodic medical examinations.** About 50 percent of all cancers occur in body sites that can be readily examined by the doctor in his office.

**Cancer's Seven Warning Signals**

1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

Cancer still ranks second to heart disease as a cause of death—but cancer is *not* hopeless. Even with today's weapons, we are . . . according to the American Cancer Society . . . saving the lives of 70,000 people each year from cancer.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life Insurance Company**

(*A MUTUAL COMPANY*)

1 MADISON AVENUE, NEW YORK 10, N. Y.

much entertainment that is technically capable of being presented on tv is not presented. The absence of a means of paying for tv entertainment, except through the specialized channel of advertising, means that a potentially economically effective demand for tv entertainment is left unsatisfied."

Between 1949 and 1954, advertisers have been spending about $25 per set in use, ITC said. Based on its Palm Springs, Calif., experience, ITC estimated that pay tv would bring in $75 to $100 a year per set.

ITC ran a subscription tv test in the 1953-54 season over its Palm Springs community television system.

ITC said that estimated tv advertising revenues in 1960 will be $1.45 billion and for 1965, $1.85 billion. If only 25% of tv homes spend an average of $1 a week for pay tv, this aggregate revenue in 1960 would be $600 million. If 90% participated and spent $2.50 a week, the total income for 1960 would be over $5 billion, ITC said. For 1965, the same figures would be $700 million and $6 billion, the company said.

In discussing the effect of pay tv on movie exhibitors and advertisers, ITC had this to say:

"The opponents of pay-as-you-see tv have argued that its authorization constitutes a disastrous threat to motion picture exhibitors and to tv advertising. It is submitted that this new competitive force of pay-as-you-see tv would constitute a stimulus to the theatre exhibition of motion pictures and invite new techniques and procedures by tv advertisers. The likely result is a competitive co-existence in which the public will be the beneficiary."

ITC gave this resume of the pay-tv/free tv pattern likely to emerge:

"The pattern most likely to prevail is that pay-tv will concentrate where it has its greatest relative strength—i.e., on a relatively few high quality or special audience appeal programs occupying a relatively small portion of the total tv air time. Advertisers, on the other hand, will concentrate where they in turn are strongest—i.e., on programs of low per-viewer cost that will convey advertising messages with frequency and effectiveness and that will take up the bulk of viewer time. The composite would be a more varied, wider range of programs for the public to view."

ITC held that there should be no limitations placed on the use of subscription tv, either on the type of station or hours of operation. The station owner will still be responsible for balanced programming, it emphasized.

It listed 10 patents which it holds as a "partial" list. It said it will begin pay tv in a "few of the nation's markets" immediately after authorization and will branch out as soon as "good business judgment" warrants.

All three exponents agreed that the technical means of scrambling and unscrambling "jittered" pictures was no problem. They also all agreed that a single technical standard for pay tv was required.

Estimates of the cost of programs ranged up to a high of $2.50 (by ITC).

### Earlier Statements

Opposition to the establishment of pay tv was much along the lines already mentioned in recent weeks by Gen. David Sarnoff, NBC chairman; Dr. Frank Stanton, CBS Inc. president, and spokesmen for the Joint Committee on Toll Tv.

The NBC position was over the signature of Gen. Sarnoff [B•T, June 6].

General Sarnoff's position was that pay tv would destroy the American system of broadcasting. He said "co-existence between pay tv and free tv is impractical." Stars, programs and sports events would be lost to free tv if pay tv is introduced, the NBC chairman said. With the undoubted dimunition of audience and sponsors, public service broadcasting would suffer, and—alluding to Paramount Pictures interest in Telemeter—tv would come under the domination of Hollywod producers.

Eight million people would be blacked out in the 61 areas which have only one tv station, Gen. Sarnoff pointed out.

He called subscription tv "paid narrowcasting."

CBS' comments were an elaboration of Mr. Stanton's position expounded to CBS-TV affiliates last month [B•T, May 23].

Subscription tv, CBS said, would black out free tv broadcasting in many areas; would siphon off talent and programs, and would divide the American people.

By blackout, CBS said, it meant the fact there would be 100% deletion of free tv service in those areas which have only one station, and up to 33 1/3% in those areas having three stations.

The public has put $13.5 billion into the purchases of tv receivers, CBS said, and this blackout would depreciate this investment.

Talent and programs would be bought away from free tv, CBS said. Using its top-rated *I Love Lucy* as an example, CBS said it costs $85,000 a week to produce this show and put it on the air. It is seen in 17 million homes, CBS stated.

If only one out of every 17 families were to pay 25¢ for this program, gross receipts would amount to $250,000, CBS said. If half of that sum were available for the purchase of this program, pay tv'ers could outbid the network. If half of the 17 million homes paid 10¢, the gross for *I Love Lucy* would be $850,000—making $425,000 available for its purchase, CBS added.

Zenith's estimate of $2 per week from all tv owners would amount to $3.5 billion a year—three times the amount spent by all tv advertisers, CBS said.

Present free tv, CBS said, permits the taxi driver to view the same program as the millionaire.

"Ability to pay," CBS said, would become for the first time in American broadcasting, a major factor in determining which portions of the population would see which programs. Those who were barred, for economic reasons, from seeing the program they wanted would be second-class citizens so far as television is concerned, even if a free program were available to them."

In a four-page section, CBS enumerated the "great box office attractions" which free tv has already brought into the American home. It listed stage and movie stars (Ethel Barrymore, Helen Hayes, James Stewart, Frederic March), classic plays (King Lear, Antigone), scenes from Broadway plays (Fanny, Ankles Aweigh), opera (Tosca, Saint of Bleeker St.), etc.

In answering what it called "fallacious" argument that the choice of whether or not pay tv

## Toll Tv on 'See It Now'

PAY tv will be examined—and demonstrated—on Edward R. Murrow's *See It Now* program tomorrow night (Tues.), the entire program (10:30-11 p.m. EDT) to be devoted to that controversial subject. CBS-TV reported late last week that guests already slated to participate included James M. Landis, counsel for Skiatron (Subscriber-Vision); Walter O'Malley, president, Brooklyn Dodgers; Robert E. Sherwood, playwright; Frank Stanton, president of CBS Inc.; Alfred Starr, Nashville theatre exhibitor, co-chairman of the Joint Committee Against Toll Tv, and P. A. (Buddy) Sugg, WKY-TV Oklahoma City. The program will consist of interviews with the guests and a demonstration of pay tv (system to be shown was not identified).

## It's Easy to Break Pay-Tv Code–Jerrold

JERROLD Electronics Corp., Philadelphia, last Thursday attacked the "scrambled" broadcast technique planned for pay-as-you-see television as "technically and economically unsound" and contended that "the only practical way to bring subscription tv programming to the American public is by means of wire."

Jerrold's position was outlined in a five-page memorandum to be filed with the FCC and explained at a news conference in New York by Milton J. Shapp, president of the company. Along with the memorandum, Jerrold had for the FCC a 17-page "engineering report on encoding television signals," prepared by Don Kirk, vice president and director of research, which concluded that "there is no known practical system for coding a broadcasting television signal that cannot be broken with ease."

Jerrold is a manufacturer of master antenna systems, used in many of the cabie community television systems in the U. S.

Mr. Shapp claimed that his firm is prepared to file for patents on an electronic "jig saw puzzle solver" hat could automatically reassemble any scrambled picture, regardless of the method used. He asserted, moreover, that "in the practical sense, it is extremely doubtful if such an automatic decoder would be needed." He continued:

"Any complicated scrambling and decoding method, which would require such an automatic device to break the code, is ruled out when it is considered that whatever coding technique is used must be compatible with the existing 36 million television receivers now in American homes. The operation of the decoding mechanism must be simple enough to be understood and manipulated by a housewife, and the 'key' must be distributed to subscribers well in advance of the program."

Mr. Shapp charged that "bootlegging" would result when a sample of the decoding device and extensive sampling of the coded material are made available to the public. A "bootlegger," he said, could break the code and make his own decoding devices available to his own "customers."

Under the Jerrold proposal for subscription tv, Mr. Shapp said, the same technical facilities used in closed circuit community antenna systems could be expanded to bring subscription tv to any city in the nation.

Several representatives of the Zenith Radio Corp., developers of the "Phonevision" system of pay-tv, attended the news conference and sharply challenged Mr. Shapp's assertion that Jerrold is prepared to "break" any coding method to be used with the existing 36 million tv sets. Millard C. Faught, consultant to Zenith, said he would be "amazed" if Zenith engineers had overlooked considerations which the Jerrold organization represented as "simple."

# SPECIAL DESIGN TOWER takes wave guide for UHF antenna

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½″ x 15″ wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

**BLAW-KNOX COMPANY**
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

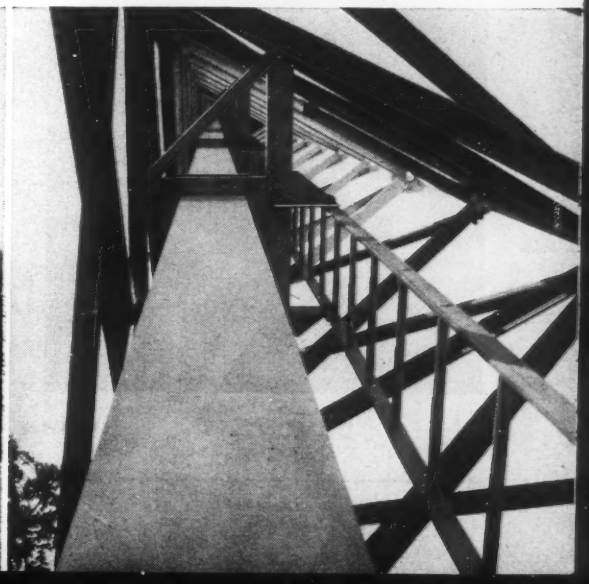
## ANTENNA TOWERS

Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

Detail showing wave guide as it leaves the tower.

Note sturdy angle supports for both wave guide and ladder.



should be approved should be left to the public, CBS argued that any type of pay tv would have a bad effect on free tv. For, it said, even if a small minority was willing to pay for a special type of program, that channel would be blacked out to the rest of the viewing public.

"Even if pay tv were not an ultimate success, more would be lost than merely the dollars of investors," CBS said.

"The existence of a pay television system during a protracted period would effectively operate to prevent the flow to free television of the very programs which would otherwise come to the public without charge. It would prove impossible for free broadcasters successfully to bargain with leading actors, writers and other talent, or with sports promoters, theatrical producers and motion picture producers. Sponsorship would be interrupted. Listener continuity would be destroyed. Indeed, road blocks would be set up which would interfere with the present healthy expansion of free television and entirely disrupt it. The extent of the damage which would be caused during such a period is incalculable; it would, at best, take many years to overcome its effects. Thus, the failure of petitioners' "experiment" would cause not only economic loss but also serious injury to the public interest.

CBS suggested that pay tv ought to use a wire circuit. This has been the traditional approach of the FCC in order to conserve spectrum space, the network avowed.

In arguing that subscription tv is not broadcasting within the meaning of the Communications Act, CBS also held that it is not purely a common carrier system.

"When all of its elements are considered together, it must be concluded that pay television is a hybrid which defies classification under the statute because it does not fit within its framework," the CBS statement said. Therefore, it held, Congress should determine where pay tv fits into the communications scheme of things.

ABC referred to the pay tv proposals as the camel's nose into the tent. Subscription tv would "blot" out free tv, ABC said, particularly in one station markets. This would reduce chances for network clearances, thus diminish advertising support, resulting in the loss of programs and talent.

The "traditional" system of broadcasting will "disintegrate" when deserted by its better programs and larger advertisers," ABC said.

"Free tv and fee tv cannot co-exist," ABC declared. It went on:

"The moment the problem of time clearance is aggravated, over what it is today, by reason of the loss of existing facilities during the hours garbled programs are transmitted, the downward spiral sets in. With the inability to clear time during good viewing hours (equally essential to pay television), free television loses advertising sponsorship. The resulting reduced revenues will affect programming. Pay television wtih its 'box office' will siphon off sporting events of national interest. Better programs and better talent will gravitate to the medium with the larger check book. Free broadcasting, on air-waves owned by the public, would deteriorate if not disappear. If the American way of broadcasting were 'just a business,' its replacement by a new and better industry could not be criticized. But broadcasting has developed in the United States on the concept that the people own the airways, that they have a 'natural right' to see whatever goes out over the air, and that this intelligence is available free of charge to all the public, and not simply those who have the ability to pay—as basic a concept as the American principle of free public schools, free libraries, free parks, and free playgrounds. Not even the proponents of pay television dare suggest that free television should be discontinued. Presented in that garb they know what the answer would be. But pay television superimposed upon frequencies and facilities now devoted exclusively to free broadcasting will have that precise result. Bureaucratic regulation might postpone but not preclude the inevitable relegation of free broadcasting to the limbo of history."

In answer to Zenith's oft-repeated claim that the FCC should permit a try-out of subscription tv, ABC answered by stating that the air is in trust for the public; there is no private right to try out anything.

If subscription tv enters, ABC warned, rate regulation is around the corner. It also warned of monopoly dangers.

The approval of pay tv would be a "breach of faith" to the 35 million set owners who have spent more than $10 billion on purchasing their receivers, ABC said.

Pay tv is a hybrid, ABC said, and Congress should legislate on the proposal before the FCC acts.

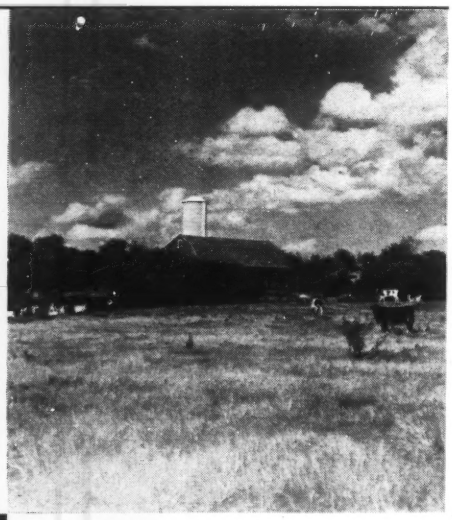
In a declaration of faith in the future of the present system of telecasting, ABC said:

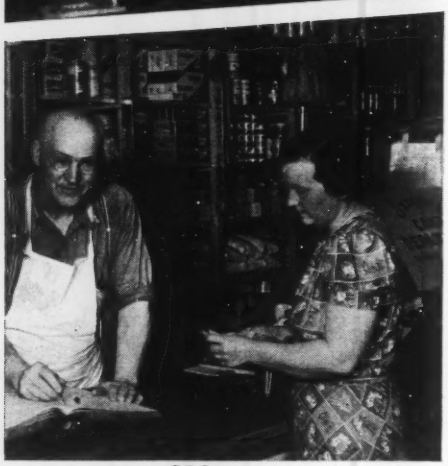
"Our present system can survive and grow on the advertising dollar. Television advertising helps to create the markets which make


# Here's Buying Power!

**WIBW-TV's coverage area is a vast, booming, $1,300,000,000 market with $223 million in food sales, $79 million in drug sales, and $233 million in sales of general merchandise.* Here's big buying power for *your product!***

** Consumer Markets, 1955*





CBS-
DUMONT-
ABC

# Here's Selling Power!

**WIBW-TV . . . Topeka's *only* TV station . . . delivers top coverage in 44 counties in 3 states . . . 156,630 big-buying TV homes . . . 73% saturation!* WIBW-TV gets RESULTS for advertisers because we've mastered the personalized, local approach that turns viewers into buyers . . . a trick we learned years ago on WIBW radio. See your Capper man for *real* TV *selling power!***

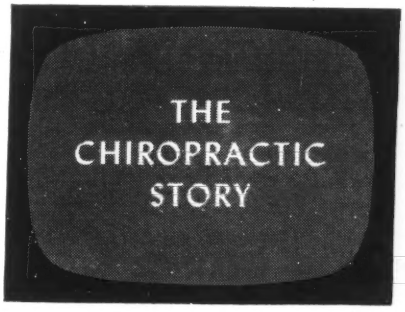
** 4/1 . . . excluding urbanized Kansas City and St. Joseph.*

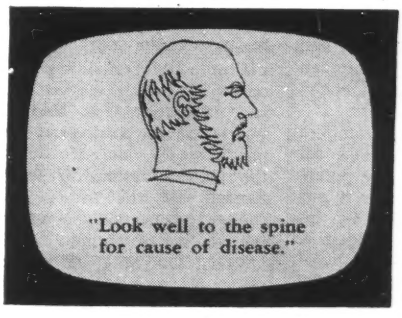
WIBW
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

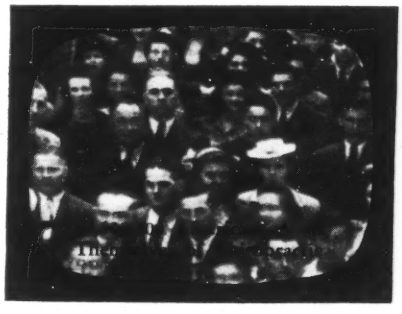
**TOPEKA, KANS.**
**Ben Ludy, Gen. Mgr.**
**WIBW & WIBW-TV in Topeka, KCKN in Kansas City**
**Rep: Capper Publications, Inc.**

*"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS*

# 32,000,000 ARE PERSONALLY INTERESTED IN THIS FILM FOR TV . . .



## *"The Chiropractic Story"*

*—Saga of a 3,300 Year Old Truth*

One of the gambles in presenting a TV show is the size of the audience it will attract. That gamble can be reduced if you show *"The Chiropractic Story,"* because 32,000,000 Americans have availed themselves of, and are vitally interested in, chiropractic. Said another way, the audience of this show can be larger than the total TV ownership of the U.S.A.

The central theme of the film is that truth is eternal. The story enfolds the beginning of the chiropractic truth when Chiron emerges from the mist of 33 centuries of time. Then came his famed pupil, Aesculapius, of whom the immortal Plato said, "He scientifically created the art of healing."

Later, Erasistratus and Herophilus emphasized the importance of the nervous system, and then Hippocrates, the father of modern healing, stated the fundamental truth, "Look well to the spine for the cause of disease." Descartes, 320 years ago in France, and Galvani in Italy, many years later, carried on the teachings of the significance of the nervous system.

So much for the history and travel of the truth of chiropractic. Its entrance on the American scene and its modern version came through Dr. Daniel David Palmer. Today, chiropractic is America's second largest healing profession.

*"The Chiropractic Story"* is offered without cost to the television stations of America. Write for it today.

If there is **particular** information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA

**3 TRUTHS YOU SHOULD KNOW!**

**550 Insurance Companies Recognize Chiropractic.**

**1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.**

**4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.**

## The Truth About Chiropractic

**One of a Series of Reports*

possible mass manufacture and lower prices. As more stations become available (and the situation has improved since 1952), advertising revenue will be further augmented. No other industry in America—the railroad, the automobile, the aeroplane or the motion picture—can point to the progress which the television industry has made in a comparatively short period. All this has been accomplished under the American method of broadcasting. If not denied access by administrative fiat to facilities and program sources, ABC has no fears for the future of the American system of free tv."

One of the heaviest attacks on the philosophy of pay tv was entered by the Joint Committee Against Toll Tv, a group of theatre exhibitors.

With free tv destroyed, the Committee declared, pay tv would cost the average tv set owner $1,156.32 per year if he continued viewing the average 4.8 hours a day.

Pointing up that three-fifths of tv set owners earn less than $5,000 yearly, the Joint Committee declared that the burden of paying would fall on those least able to afford it.

The Joint Committee referred to the pay tv plan as "the greatest grab of the century."

Referring to the relation of Paramount Pictures to Telemeter, the Committee called attention to the producer-exhibitor divorcement decree and warned that the re-establishment of producers and exhibition outlets was inherent in subscription tv.

It recommended that pay tv, if approved, be limited to 12 hours a month per station. It also called for the Commission to prohibit fee tv in one-station markets and to permit it only to uhf stations in markets where there are two vhf stations in operation.

Pay tv is more like a public utility than anything else, the Committee said. It called for Congressional legislation, rather than FCC action. Before the FCC approves such a system, the Committee declared, it should hold a full hearing.

In discussing the future of free tv in competition with pay tv, the Joint Committee drew this picture:

"The same analysis is applicable to revenues. With the first impact of subscription television, there might be a rise in revenue of some broadcast stations. However, this would be counteracted by an immediate decline in revenues attributable to advertiser-support. The overall effect cannot be calculated with precision at this time and until such time as the proposed operating scheme, including the proposed division of the income, is disclosed by the proponents of subscription television. In the long run, however, once free television is dead, the television station licensee will be at the complete mercy of the patent holder. He will have no escape. He will be in a position of the fm licensee and the functional music operator; the contracts between the two permit the licensee barely to eke out a living wage from the functional music operations. Even if advertising returns to the broadcast industry via subscription television programs, it will be of no use to the station licensee. By then advertising will have become the handmaiden of the patent holder. In the end, if the broadcaster does as well as he is now doing he will be a lucky individual. The total pot will be larger, but there will be more mouths to feed, particularly the patent holder and the subscription box office companies."

The establishment of pay tv would make free tv a "daytime oddity," the Committee said.

Terming the prospective approval of pay tv a "breach of faith" to the American public and the idea of charges for broadcasting "completely repugnant to the historical concept of public ownership of the air waves," NARTB reiterated its position as taken by the Tv Board last April [B•T, April 18]. It added:

"It is no exaggeration to state that fee television could transform the entire existing system into one vast 'closed circuit'; closed to those members of the public who cannot afford to use the television set they purchased on the implied promise that its use would be a free one."

NARTB, which delved mainly into the legislative history of paid broadcasting, continued:

"We are not here dealing with a matter of electronics, but with an issue of the highest order involving as it does the possible transmutation of a now public asset into a private one."

Recurring in many of the opposition briefs were references to Comdr. McDonald's doubts on the future of sponsored tv, going back to 1946 when the Zenith president spoke of "televisionaries' who thought advertising could support a tv broadcast system. This was particularly documented by NBC and CBS.

## Whammy on Commercials

ZENITH Radio Corp., whether or not it wins the battle for pay-see-tv, apparently is prepared to continue its vendetta against commercials to the bitter end. That could be construed from the new "Flash-Matic" device being incorporated in nine of the new Zenith tv models being announced today. The Flash-Matic includes a gun, resembling an old German Luger, and uses the electric-eye principle. It can be aimed at a sensitive corner of the set screen to "turn the set on or off, change channels, or cut out the sound of long-winded commercials." Suggested retail prices for the sets so-equipped range from $399.95 up.

# SUBSCRIPTION TV ARGUMENTS DEVELOP INTO SLUGFEST ON EVE OF FCC DEADLINE

**Zenith president says RCA tried to buy rights to Phonevision. The General denies. The Commander denies the denial. Brother Barney Balaban challenges Sarnoff. Brother John Balaban challenges Brother Barney.**

TEMPERS FLARED and brother was set against brother in the last few days before the FCC's deadline last Thursday for comments on subscription tv.

In a bitter exchange of charges and denials, Zenith's Comdr. Eugene F. McDonald Jr. and RCA's Brig. Gen. David Sarnoff lashed at each other over the former's allegation that RCA had tried to buy its Phonevision patents.

And Barney Balaban, president of Paramount Pictures Corp., took Gen. Sarnoff to task for the RCA chairman's remarks about the potentional hold producers would have on tv if pay tv was authorized. He was refuted by his brother, John Balaban, president of Balaban & Katz Corp.

Paramount Pictures is majority owner of International Telemeter Corp., one of the three pay tv proponents. Balaban & Katz is a theatre exhibition subsidiary of American Broadcasting-Paramount Theatres Inc., which has taken a stand against pay tv.

The McDonald-Sarnoff exchange began last Monday when Comdr. McDonald charged that RCA unsuccessfully tried to buy control of Zenith's research and development in subscription tv.

"It is not surprising that RCA Board Chairman David Sarnoff has now come out in opposition to any public use of the service," Comdr. McDonald said. He referred to Gen. Sarnoff's statement against pay tv filed with FCC the week before [B•T, June 6].

"On three separate occasions in recent years RCA has proposed that it buy rights to control our Phonevision development," Mr. McDonald stated. "On one occasion Sarnoff told me that if we sold RCA our patent rights, our path to establishment of subscription tv would be made much easier," the Zenith president charged.

He continued: "I knew when we refused to give the patent control of Phonevision to Sarnoff that RCA would do everything in its power to prevent even a trial of Phonevision because of its threat to bring competition where none is now permitted to exist; and Sarnoff's recent effort to kill off what he cannot control is current proof that the government's recent charges are well-founded." Mr. McDonald was referring to the Dept. of Justice antitrust suit against RCA involving patent licensing operations [B•T, Nov. 22, 1954].

Zenith and RCA also are at loggerheads in a private antitrust suit involving patents which has been in the courts since 1946.

Comdr. McDonald's charge that RCA tried to buy Phonevision was branded utterly false and untrue by Gen. Sarnoff. In a statement which reasserted his brief cautioning FCC that pay-tv would "degrade and ultimately destroy the present system of free television," Gen. Sarnoff said:

"Mr. McDonald's conduct is identical with the conduct of Thomas C. McConnell, Zenith's lawyer. On May 23 Congressman Emanuel Celler reprimanded McConnell for making misleading statements before a congressional committee and described Mr. McConnell's statements as deserving of 'condign criticism for his thus misleading the committee.' Mr. McConnell had charged before a House Judiciary subcommittee that RCA counsel John T. Cahill has used advance knowledge of the report of the Attorney General's Committee on the Antitrust Laws in one of the court hearings in the Zenith-RCA private antitrust suit. Mr. McConnell later admitted his charge was unfounded.

"Mr. McDonald's irresponsible statement is so lacking in truth that he, like his lawyer, deserves severe criticism for his attempts to mislead the public, the industry, and the government," Gen. Sarnoff said.

Gen. Sarnoff said "our opposition to pay-television is based on the fact that 'no fee-no see' television would require the American television audience to pay millions of dollars for programs they now see free."

On Thursday, Comdr. McDonald retorted:

"David Sarnoff, chairman of RCA, has denied my recent statement that RCA sought to obtain control of the patents resulting from Zenith's research and development in subscription television. There is no more truth in that denial than in Mr. Sarnoff's recent loud claims that RCA invented magnetic tape video recording and atomic batteries—both of which

were actually discovered by independents long before the RCA claims.

"It is an old Russian custom to claim credit for the work of others and to deny that anyone else can produce a worthwhile discovery.

"The Attorney General of the United States filed a complaint in the Federal court some months ago charging RCA with violating the antitrust laws and with having engaged over the years in the persistent practice of suppressing worthwhile and beneficial developments in the radio-television field because they were not developed or controlled by RCA. That case is still pending in the courts. If called upon by the Attorney General I will be very happy to tell, in open court and under oath, the full particulars of RCA's attempts to secure control of Phonevision. I am sure that Mr. Sarnoff, the defendant in that case, will have an opportunity to repeat his denial this time under oath."

Barney Balaban accused Gen. Sarnoff of "inconsistency" in that he "deplores the possibility that the motion picture industry and Paramount in particular may influence the tv industry if pay television should come into being" and yet "berates us for allegedly refusing to turn over our pictures to television." He continued:

"If they think it is economically feasible at this time to make high-budget pictures for 'free' television, why doesn't Gen. Sarnoff lead the parade? His company has had a wide experience in this field, having controlled, for a considerable period of time, a major motion picture company which owned theatres and produced and distributed motion pictures throughout the world. The answer is a very simple one. Sponsors cannot afford to pay for a million-dollar or multi-million dollar production and then give it away."

The Paramount chief charged that "there is far less freedom in the tv market place because of its present dominance by the giant networks than in any other form of entertainment.

"NBC controls the production of shows, their distribution, and decides who shall be affiliated with its network and who shall not. Station affiliates are bound to the networks through their dependence upon them for the only quality

## Two on One

POSSIBILITY of using a single tv channel to transmit two programs was raised last week when International Telemeter Corp. disclosed the principle behind its "marquee" effect (see main story).

When a televiewer tunes his set to a pay tv channel, he will see an announcement of the program and the price to be paid. When he puts the fee into the coin box, under the Telemeter system, the "marquee" will fade out and the unscrambled pay program will appear. In a sense, then, ITC has put two "programs" on a single channel. It is done, ITC explained, by using the same principle of frequency interweaving as is used to transmit luminance and chrominance in color signals.

Dr. Gilbert King, chief of ITC's engineering dept., admitted that the present "multiplexed" program will be degraded. But, he added, "ultimately I think it will be possible to send two full programs simultaneously on the same channel. Our present use of the tv channel is very wasteful."

Paul Raibourn, Paramount Pictures vice president and ITC board chairman, said he believed that five years of "concentrated" effort might lead to the feasibility of doubling the number of tv channels.


for the **TOP** tower

**TOP** power

in Milwaukee

it's VHF

Station

**WTVW**

CHANNEL

12

316,000 Watts

**Here's Why...**

**in Milwaukee Channel 12 is your best buy!**

Now under construction by WTVW Channel 12 in Milwaukee is a Giant 1105 foot Tower. When completed this structure will be the tallest in Wisconsin and will give Channel 12 comparable coverage to any television station in the country. Yes, and no converters are needed for VHF Channel 12 in Milwaukee.

**ABC & DUMONT Network**

WTVW CHANNEL 12

Represented Nationally by Edward Petry & Company, Inc.

programs presently available. It is a few executives of the networks and a handful of sponsors who determine what the public shall see. It is the promotion of commercial products on television that dictates the kind of programs we have on television.

"It is the sale of merchandise rather than the inherent value of the program that sets present tv standards."

Mr. Balaban said "irresistible economic forces make some form of pay television inevitable. Experience shows that more and more quality programs—particularly in sports—are being withdrawn from sponsored television. Good and current motion pictures, the tested favorite entertainment of the public over a period of many years, still cannot be supported on the economic base of sponsor-financed television."

In Chicago John Balaban, president of Balaban & Katz Corp., issued a statement Thursday disagreeing with his brother, Barney, and claiming it would not be in the public interest for viewers to pay a fee for tv programs now available on commercial television.

"If this coin-in-the-slot business becomes a reality, you will never recognize telecasting as we know it in the current free-and-easy era," he stated.

"Viewers, of course, will have to pay for a lot of the very same attractions that are presently available to them without cost."

Mr. Balaban added that virtually all sports will be available only on a fee basis and noted the Brooklyn Dodgers have indicated they would be interested in toll tv if it is adopted. He claimed that theatres will retain certain advantages over tv—like larger screens, air conditioning, general comfort and protection against home interruptions of viewing.

"Big league baseball and top programs like Gobel, Gleason, Disney and Jack Benny would eventually go on pay television. And you would probably still have to look at commercials, too." He added he was not filing any opinion with the Commission.

## Phonevision Demonstration

DEMONSTRATIONS of the Zenith Phonevision system of subscription tv will be continued in Washington's Sheraton Park Hotel for this week and next, it was learned last week following two days of showings to FCC officials and staff members. Congressional leaders, executive department officials and diplomatic officials will be invited, it was reported.

Zenith established its demonstration center in the Washington Hotel during the NARTB convention last month.

After closing down for two weeks, the Chicago pay tv advocate restarted the demonstrations last Thursday with FCC guests. During some of the showing, off-the-air pickups will be used in conjunction with the *Washington Evening Star's* WMAL-TV on ch. 7. WMAL-TV received FCC approval to transmit scrambled signals during morning hours until June 24.



# SENATE APPROVAL OF MACK SEEMS SURE AS COMMITTEE HOLDS SPECIAL MEETING

### Commerce group convenes Thursday, six days in advance of regular session to give main body more time to consider appointment to FCC. Efforts being made to have his term of office start July 1.

SENATE blessing of Floridian Richard A. Mack to succeed Frieda B. Hennock on the FCC seemed virtually certain last week as the Senate Interstate & Foreign Commerce Committee set machinery into action to hasten Mr. Mack's hearing and confirmation.

The committe set a special hearing on the nomination for 10:30 a.m. this Thursday—six days in advance of its next regular meeting date June 22—to give the Senate more time to act before the controversial Miss Hennock's term expires June 30. With no opposition to the Mack nomination in view as of last week, it looked like clear sailing for the 45-year-old Democrat, who is at present a member of the three-man Florida Railroad & Public Utilities Commission.

Sen. George A. Smathers (D-Fla.), a member of the committee, had asked Chairman Warren G. Magnuson (D-Wash.) to advance the hearing date so the Senate could confirm Mr. Mack in time for his seven-year term to begin July 1. In this respect, Sen. Smathers was supported by the rest of the Florida Democratic congressional delegation.

Upon confirmation, Mr. Mack would become the third FCC member with a background in public utilities. Chairman George C. McConnaughey has service as chairman of the Ohio Public Utilities Commission and Comr. John C. Doerfer has served as chairman of the Wisconsin Public Service Commission. Mr. Mack is member of the executive committee of the National Assn. of Railroad & Public Utilities Commissioners and currently vice president of the group, with which both Chairman McConnaughey and Comr. Doerfer have been prominently identified.

He is understood to have the support of NARPUC, as well as that of FCC Chairman McConnaughey, for FCC membership.

Richard Mack is called "Richie" by his friends and apparently his friends are everybody, according to a sketch of him in the *Miami Daily News* upon his nomination titled "Richard Mack—Young Man on the Way Up." Said the *Daily News*:

"So Richie Mack knows all the right people, is that the answer? No. Richie Mack knows everybody." The newspaper asks again, Why do people like Richard Mack? "Richie is so funny. . . . Little stories of his misadventures, an acute perception of the ridiculous, a happy humor that was light and without edge, made him cherished as a companion. . . ."

Appointed to the FR&PUC in 1947 by Gov. Millard Caldwell to fill a vacancy caused by death, Mr. Mack ran for the elective post in 1948 and won. Says the *Daily News*: "He sat down and learned his job, and he has worked hard and conscientiously at it ever since. He is the first commission member to take the post seriously." Describing Mr. Mack's successful efforts in increasing telephone service in Miami and reducing rates in seven municipalities in that area, the newspaper adds:

". . . He did better at the job than anybody else ever did before him. . . . When you dip this Miamian into the corrosive acid of suspicion into which we dunk all our politicians, he comes out gold."

Also to be heard at the committee's Thursday session is the nomination of William G. Kern to the Federal Trade Commission to succeed James M. Mead, whose term expires Sept. 25.

MIAMI DAILY NEWS

"YOUNG MAN ON THE WAY UP"

## $6.8 Million for FCC Approved by Senate

THE SENATE last week approved the Independent Office Appropriation Bill (HR 5240) which carries funds of $6,870,000 for the FCC for fiscal 1956. The bill went to a Senate-House conference to work out differences over Senate amendments not affecting the FCC funds.

The appropriations measure carries an increase of $170,000 over Budget Bureau estimates of which $90,000 is specified for work on the FCC's applications backlog and $80,000 is earmarked for an FCC study of the network broadcasting industry. The FCC originally had asked the Budget Bureau for $7,240,930.

In explaining the proposed FCC study on the Senate floor last Monday before the Senate passed the bill, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Appropriations subcommittee which held hearings on the bill and of the Senate Commerce Committee, said the FCC does not intend to "duplicate" any of the work done by the Commerce Committee's current investigation of the networks and uhf-vhf troubles. Answering a question from Sen. William Langer (R-N.D.), Sen. Magnuson said neither does the FCC plan to duplicate any work being done by the Senate Judiciary Committee's Antimonopoly Subcommittee in this group's current probe of monopoly.

Sen. Magnuson said he anticipated that information obtained by the FCC study "will be very helpful to the (Commerce) Committee, because we will be able to draw upon the facts which are obtained by an examination of the contracts."

# CITY NEEDS BASIS FOR GRANTS UPHELD

**Supreme Court rules in Allentown-Easton, Pa., case that Commission decisions may ignore applicant's relative qualifications when adequate service is available in one area but not in another. Under decision WHOL Allentown must cease operating to make way for WEEX Easton.**

THE RIGHT of the FCC to make grants according to the needs of the cities involved, without regard to the relative qualifications of two applicants, was upheld by the Supreme Court last week.

In a precedent-making decision in communications law, the Supreme Court reversed the 1954 decision of the U. S. Court of Appeals in Washington in the nine-year-old Allentown-Easton, Pa., 1230 kc case. It said that under Sec. 307 (b) of the Communications Act, the FCC was correct in basing a grant on the question of which city needed the broadcast service more.

Associate Justice William O. Douglas dissented and Associate Justice Hugo L. Black did not participate.

At stake is the continuance of WHOL Allentown. In its mid-1953 decision the FCC held that Easton needed a second broadcast service more than Allentown a fourth. It withdrew the grant to the CBS-affiliated WHOL and authorized the same facilities to the Easton Publishing Co. (*Easton Express*-WEEX-FM and WGVL [TV]).

The appellate court reversed this decision on the ground that the FCC also has to weigh the relative merits of the two applicants.

In a subsidiary judgment, the appeals court said the Commission should not have reversed the examiner's findings regarding the credibility of witnesses except if the "preponderance of the evidence" indicated otherwise. This, too, the Supreme Court said was erroneous.

### Nine-Year-Old Case

The case began in 1946 when four applicants sought the 1230 kc wave-length. The grant was made in 1948 following a hearing to what is now WHOL. The *Easton Express* appealed to the FCC to determine which community needed the service most. Following a second hearing in 1951 the examiner recommended that the grant to WHOL be affirmed. The Commission, however, in mid-1953, reversed this recommendation and made the grant to the Easton applicant on the basis of that city's need. This time the Allentown station appealed.

When the appeals court reversed the Commission, the FCC asked the Supreme Court to rule.

The Supreme Court opinion, written by Associate Justice Stanley F. Reed, unqualifiedly agreed with the Commission's contention that when mutually exclusive applicants seek grants for different communities, the FCC must first determine which community has the greater need for the service. Justice Reed said:

". . . Section 307 (b) empowers the Commission to allow licenses so as to provide a fair distribution among communities. Fairness to communities is furthered by a recognition of local needs for a community radio mouthpiece. The distribution of a second license to a community in order to secure local competition for originating and broadcasting programs of local interest appears to us to be likewise within the allowable area of discretion."

Referring to the appeals court's ruling that the Commission should not have overruled the examiner except upon a preponderance of evidence, the Supreme Court decision held that the lower court had gone too far. It said:

"None of the above circumstances [examiner's findings regarding lack of candor, newspaper and other broadcast holdings of Easton Publishing Co.] are in themselves a bar to the Commission's grant of license. Each involves appraisals of testimony that put into a record facts derived from various witnesses by interrogation. There was substantial evidence considering the whole record that had to be weighed pro and con as to types of programs, evasiveness of witnesses, and the desirability of allocating an additional license to an applicant who already controlled other means of communication."

Technically, the Supreme Court sent the case back to the Court of Appeals for a new decision. It is possible for the appeals court to write an opinion affirming its finding that the Commission erred in reversing the examiner. This, however, is considered improbable. It is more likely, it is believed, that the appellate court will issue a new decision upholding the FCC in this case. This means that WHOL will have to cease operation and that WEEX Easton will begin operating on the 1230 kc frequency.

# FCC CRACKS DOWN ON UHF EXTENSIONS

**Commission says it won't authorize construction extensions beyond Jan. 16, 1956, except where 'there is clear intent to proceed.'**

UHF PERMIT holders who are not building their stations because of the high tv band's present economic distress may actually be hurting the industry, FCC indicated last week in an announcement which fixed Jan. 16, 1956, as termination date for all construction permits in this category.

The Commission said that after Jan. 16 it will authorize extensions of completion dates "only when there is clear indication of intent to proceed with construction."

The policy statement was issued coincident with extensions granted 12 uhf stations "notwithstanding indications by these permittees that they are delaying construction and operation because of the uncertain economic future facing uhf tv stations." FCC pointed out "it is the Commission's view that this is not a valid reason for continued extensions, and that further extensions under circumstances which do not include definite plans for actual construction and operation may not fulfill the purpose and intent of Sec. 319(b) of the Communications Act and may actually be detrimental to the development of television."

FCC said that permits surrendered or cancelled under this new policy "do not preclude their reinstatement on appropriate application at any time the applicant shows a desire to proceed with construction and operation except, of course, in those cases where another applicant has meanwhile been authorized to construct the facilities involved."

The 12 applications extended were those of


ROMERO CAPTURES PITTSBURGH . . . 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER,** a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

**Milwaukee—34.3—64.6%**
**Cincinnati—18.1—36.7%**
**San Francisco—15.1—75.5%**
**Jacksonville—37.0—86.7**

Romero really delivers the audience. Get him while he's "hot"!

*Jan. 1955

**CESAR ROMERO,** starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

WETV (TV) Washington, D. C.; WOBS-TV Jacksonville, Fla.; WMCN (TV) Grand Rapids, Mich.; WKNA-TV Charleston, W. Va.; WITH-TV Baltimore, Md.; WETM (TV) Danville, Va.; WTVE (TV) Elmira, N. Y.; WINR-TV Binghamton, N. Y.; WQMC (TV) Charlotte, N. C.; WTRI (TV) Albany, N. Y.; KBAY (TV) San Francisco, and KAKI (TV) Visalia, Calif.

## WOKA (TV) Goes Dark, Cites Financial Trouble

UHF WOKA (TV) Macon, Ga., assigned ch. 47, went dark on midnight of May 31, FCC reported last week upon receipt of a statement from the station that it was "continuing to lose money." WOKA was an NBC outlet. Macon now has only one station, ch. 13 WMAZ-TV, affiliated with ABC, CBS and DTN.

According to the letter received by the Commission, WOKA hopes to resume operation at some future date after new financing is obtained. It did not surrender its permit. According to the letter, J. C. Barnes Sr., principal stockholder in the station, declined to underwrite further financing in view of the continued losses. FCC was told that an effort is being made to seek others who will take over Mr. Barnes' interest in the venture.

## Uhf KALA (TV) Deleted

FCC last week deleted ch. 35 KALA (TV) San Antonio, Tex., for lack of prosecution. The uhf facility was owned by W. W. Lechner, doing business as Alamo Tv Co. This raises the total number of post-thaw tv deletions to 134. Of these, 30 were vhf and 114 uhf.

# CLARKSBURG CH. 12 DENIAL REVERSED

**Appeals court tells FCC to reopen case and hold hearings. Commission's handling of protest from West Virginia publishing company said to be based on 'a seriously inadequate record.'**

THE FCC's handling of the protest by the Clarksburg Publishing Co. against the grant of ch. 12 Clarksburg, W. Va., to WBLK there [B•T, July 5, 1954, *et seq.*] was seriously questioned last week by the U. S. Court of Appeals in Washington.

In a strongly-worded opinion by Circuit Judge David L. Bazelon, the court said that the Commission's denial of the Clarksburg newspaper company's protest was based on "a seriously inadequate record."

The denial was reversed and the Commission was told to reopen the record and hold further hearings.

The FCC granted the Clarksburg ch. 12 facility to WBLK in 1954 after competing applicant WPDX Clarksburg withdrew.

The Clarksburg publishing company protested on the ground that the grant was made the day after the second applicant withdrew without public notice, that it violated the multiple ownership rule in that there was overlap between the ch. 12 WBLK-TV and ch. 7 WTRF-TV Wheeling, 34% owned by the same interests, as well as the fact that the Wheeling station's signals were being fed to Clarksburg residents via a community tv system.

The newspaper also alleged that the Clarksburg grant violated diversification policy of the FCC in that the WBLK owners (News Publishing Co.) owned newspapers in various West Virginia cities (although not in Clarksburg) and also owned WPAR Parkersburg, W. Va., and had interlocking ownership with WTBO-AM-TV Cumberland, Md.

The protestant also questioned the propriety of the $14,000 payment to WPDX by WBLK for "out of pocket" expenses.

Clarksburg Publishing Co. publishes the *Clarksburg Exponent* and *Telegram*.

The court told the FCC that the inadequacies of the record are "directly attributable to the Commission's failure to follow the letter and spirit of Sec. 309(c) . . ."

Relating the fact that the Commission acted on the protest on the assumption that even if the allegations were true it did not change the Commission's mind in behalf of making the grant to WBLK, the court said that "this procedure did not satisfy the statutory command."

"The statute contemplates that, in appropriate cases, the Commission's inquiry will extend beyond matters alleged in the protest in order to reach any issue which may be relevant in determining the legality of the challenged grant. Clearly, then, the inquiry cannot be limited to the facts alleged in the protest where the Commission has reason to believe, either from the protest or its own files, that a full evidentiary hearing may develop other relevant information not in the possession of the protestant. . . . However unwittingly, the Commission seems to have assumed the defense of its grant rather than the public interest, as its primary role in the proceedings."

Discussing the question of overlap—the Commission found that there was no overlap within the Grade A contours—the court said "it seems a fair assumption that receivers in the area of overlap would receive acceptable signals from both stations. . . . Nothing in this record tells us why the Commission decided that the instant Grade B overlap would not constitute 'serving substantially the same area' within the meaning of the rule."

Chiding the Commission for not having decided what to do about community tv systems, the court virtually told the FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

It is unrealistic, the court said, to overlook the fact that Clarksburg residents are receiving service from the Wheeling station.

Recalling that the court has "strongly supported" the Commission on the diversification issue, Judge Bazelon concluded that based on the facts in the case "it is difficult to understand how the Commission could have concluded that the grant would not result in 'an unlawful concentration of control . . .' "

"Nothing in the present protest record dispels the strong impression that, on the concentration of control issue alone, the grant would not be in the public interest," Judge Bazelon said.

By implication, Judge Bazelon also told the FCC that it should look into the $14,000 payment to WPDX. It is the Commission's prerogative, he said, to determine whether it should call for itemizing of expenses, identification of parties negotiating the agreement and details of arrangements between competing applicants.

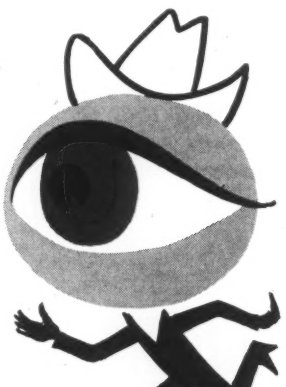
Judge Bazelon also questioned the method by which the grant was made 24 hours after the competing application was dismissed.


**EL PASO County 4th in Texas**

**In Per Family Effective Buying Income***

*1955 Sales Management Survey of Buying Power

**More proof of El Paso County's importance among the nation's leading markets is the fact that El Paso County is now fourth in Texas in per Family Effective Buying Income:**



1—Dallas County (Dallas) ..... $6440
2—Lubbock County (Lubbock) ..... 6338
3—Harris County (Houston) ..... 6276
**4—EL PASO COUNTY (EL PASO) .... 6155**
5—Jefferson County (Beaumont) ..... 5928
6—Nueces County (Corpus Christi) ..... 5829
7—Travis County (Austin) ..... 5598
8—Tarrant County (Fort Worth) ..... 5528
9—Bexar County (San Antonio) ..... 5311
10—McLennan County (Waco) ..... 4641

**KROD-TV**

CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with KROD-600 kc — 5,000 watts
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**Let your Branham man show you how KROD-TV covers this rich market—and, as a bonus, delivers the rich Southern portion of New Mexico.**

## De-Intermixture Argument

ORAL argument was scheduled by FCC last week for June 27-28 on its controversial rule-making proposals to de-intermix uhf and vhf channels at Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn., and Albany-Schenectady-Troy, N. Y. [B•T, May 23]. The arguments will be shared by the Commission *en banc*. FCC said eligible parties should enter their appearance by Wednesday and indicated a conference will be called later to arrange for allocation of time and to schedule the order of argument.

## Five New Standards, One Fm Granted by Commission

FIVE new daytime am stations at Moses Lake, Wash.; Lynchburg, Va., Brookhaven, Miss.; Arcadia, Fla., and Amory, Miss., and one fm station at Wilkes-Barre, Pa., were granted by the FCC late last week.

A new 1 kw daytime station on 1260 kc at Moses Lake was granted to Central Basin Broadcasting Co., wholly owned by Robert S. McCaw. Mr. McCaw is owner of ch. 23 KRSM (TV) Yakima, Wash., and one-third owner of KYAK Yakima and KALE-AM-FM Richland, Wash.

At Lynchburg, a new 1 kw daytime station on 1050 kc was granted to Harry A. Epperson Sr. Mr. Epperson is on the sales staff of his son's station, WPAQ Mt. Airy, N. C.

At Brookhaven, grant of a new 500 w daytime station on 1570 kc was made to Rural Broadcasting Co., a partnership composed of W. M. Jones (45%), assistant general manager of WJMB Brookhaven, and Laura J. Huff (55%), partner in a local specialty shop.

A new 1 kw daytime station on 1480 kc at Arcadia was granted to Arcadia Punta Gorda Broadcasting Co., wholly owned by H. F. McKee, motel and clothing store owner.

At Amory, a new 250 w daytime station on 1580 kc was granted to Charles C. Boren Jr., former permittee of WAMY there. The permit for WAMY, calling for daytime operation on 1580 kc with 5 kw, was relinquished in an attempt to obtain fulltime operation on 1340 kc there. Rather than go through an unanticipated hearing on the fulltime operation, Mr. Boren amended his application to specify the granted facility.

The new Class B fm station on ch. 277 (103.3 mc) at Wilkes-Barre was granted to Richard G. Evans, former general manager and 23% owner of the now defunct WIZZ (FM) there. The new station will operate with effective radiated power of 3.1 kw with antenna height of 975 ft. above average terrain.

## WJBK Gets Extension

WJBK Detroit received a 30-day extension of its construction permit to operate on 1500 kc last week pending FCC action on its new application to lower the prospective nighttime power to 1 kw. The Storer-owned station's permit—to change from 250 w on 1490 kc to 10 kw day, 5 kw night on 1500 kc, directional—had been the target of attacks by co-channel 50 kw outlets KSTP Minneapolis-St. Paul and WTOP Washington [B•T, March 7]. Both stations claimed that WJBK could not make its nighttime directional work. WJBK has been operating on 1500 kc with 10 kw daytime, and has returned to 1490 kc with 250 w for nighttime operation.

# UHF-VHF REMEDIES SUGGESTED TO FCC

### Uhf Industry Coordinating Committee's proposals include a 90-day freeze on television actions that would aggravate uhf-vhf intermixture.

NINETY-DAY freeze on all tv stations which would aggravate uhf-vhf intermixture, plus establishment of an *ad hoc* committee to study relaxation of rigid engineering standards with tv bids considered on case-by-case basis, were highlights of the proposal presented to FCC Commissioners Monday by the Uhf Industry Coordinating Committee. Recommendation stems from the group's deliberation during the recent NARTB convention [B•T, May 30].

The proposal was presented to the individual Commissioners by Harold H. Thoms, president of ch. 62 WISE-TV Asheville, N. C., who is chariman of the uhf committee, and Fred Weber, president of suspended ch. 46 WFPG-TV Atlantic City, vice chairman. It was reported that a formal petition is to be presented in another meeting with the commission June 21.

The Uhf Industry Coordinating Committee announced that "experience of several years has now clearly established that the predetermined assignment by fixed rule of dissimilar television channels to specified communities does not and cannot provide a sound basis for achieving a system of competitive, nationwide television service." The committee urged FCC to take the following steps:

(1) Withhold, for at least 90 days, the grant of authorizations and modifications of authorizations of television facilities in every case where such authorizations will result in aggravation of intermixture of uhf and vhf stations.

(2) Simultaneously, establish an *ad hoc* committee to study and determine promptly engineering standards for determining objectionable interference, to serve as the basis for rules permitting the assignment of additional stations upon an application, case-by-case method instead of the present method of fixed assignments by rules establishing arbitrary, rigid mileage limitations. This substituted method of making future assignments would have as its objective the establishment of stations to serve specified markets as proposed in individual applications, upon a showing that the requirements of a fair, efficient and equitable distribution of television service and the public interest, convenience or necessity would be served.

(3) During the 90-day period, the Commission is urged also to resolve pending proposals looking towards elimination of intermixture of television assignments.

## NARTB Asks FCC Postpone Action on Spurious Radiation

IN ORDER to allow more study and research in the matter of spurious radiation by am and fm transmitters, NARTB petitioned FCC last week to postpone the date for final action and to allow another six months in which comments may be filed. FCC has proposed to restrict spurious emission. NARTB's petition asked for information concerning interference cases that have been reported to FCC and related that an industry committee is gathering data. NARTB, Radio-Electronics-Tv Mfrs. Assn., Assn. of Federal Communications Consulting Engineers and FCC representatives are on the committee, the petition said.


ROMERO
IS TOPS
IN HIS
TIME SPOT IN
CINCINNATI!

Yes, **Passport to Danger,** starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

| | | |
|---|---|---|
| **PITTSBURGH** | **43.3** | **68.9% share** |
| **JACKSONVILLE** | **37.0** | **86.7% share** |
| **SAN ANTONIO** | **26.1** | **56.4% share** |
| **MILWAUKEE** | **34.3** | **64.6% share** |

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

**CESAR ROMERO,** starring in . . .

PASSPORT
TO
DANGER
produced by
Hal Roach, Jr.

BIG-TIME TV WITH
A LOW-BUDGET
PRICE TAG

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SYNDICATION, INC.
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# FCC AWARDS WICHITA TV CORP. CH. 3

## KFH and KANS lose out as Commission upholds hearing examiner's recommendations by 3-2 vote. Diversification of control, community service cited by majority. Comrs. McConnaughey, Lee dissent.

IN A CLOSE, hair-splitting final decision, FCC last week by a 3-to-2 vote upheld the basic recommendation of its hearing examiner that ch. 3 at Wichita should be awarded to Wichita Tv Corp. and the competing applications of KFH and KANS there should be denied.

The majority ruling, comprising Comrs. Robert T. Bartley, E. M. Webster and Frieda B. Hennock, found Wichita Tv entitled to "slight preference" in several categories over the proposals by KFH and KANS. A dissenting opinion by Comr. Robert E. Lee, chiding the majority for favoring a newcomer and his "promises" over the established record of high performance by KFH, contended KFH was entitled to the grant.

Joined by Chairman George C. McConnaughey, Comr. Lee's dissent also criticized the majority's ruling against KFH in the area of mass media diversification because the station is owned 38% by the Wichita *Eagle*. Comrs. Rosel H. Hyde and John C. Doerfer, both on trips, did not vote in the case.

One of the first post-thaw comparative hearing cases, the ch. 3 fight began in October 1952. The initial decision of Examiner Hugh B. Hutchison was issued last August [B•T, Aug. 23, 1954].

Wichita Tv Corp. is to be owned by 126 stockholders when its nearly 800,000 shares are distributed. Firm is headed by George M. Brown, ice and cold storage plant owner, president and 23% owner; his mother, Mrs. Helen B. Brown, 13%, and William J. Moyer vice president-general manager, 2.3%.

Dale W. McCoy Sr., former sales manager of KFBI Wichita, is vice president and sales director of the new grantee. Tom J. Maloney is vice president and program director, and Daniel M. Moyer is secretary-treasurer and general counsel.

### Educational Needs Served

The majority conclusion said Wichita Tv is entitled to slight preference over KFH "because its programming proposal more completely fulfills the educational needs of the area in question. We have concluded that these two applicants are substantially equal, and that therefore neither is entitled to a preference, with respect to the overall question of effectuation of programming proposals together with remaining sensitive to the area's needs. Finally, Wichita Tv merits a preference over KFH on the factor of diversification of control of the media of mass communication."

Comparing Wichita Tv with KANS, the majority concluded Wichita Tv "merits a slight preference with respect to its proposed local live programming (specifically, in the categories of education, discussion and agriculture). Wichita Tv is also to be preferred on the likelihood of its carrying out its proposals as well as remaining sensitive to the area's needs, and on the policy of diversification."

In his dissent, Comr. Lee wrote, "I believe we should approve the application of The Radio Stations KFH Co. KFH-AM is a pioneer am station, having started its operation as far back as 1922, and it is one of the five am stations in that city. It has rendered outstanding service to people in the Wichita area. . . .

"The attempt to belittle or diminish that outstanding record amounts really to placing emphasis on small and trivial matters and cannot stand careful scrutiny. The fact is that the record [of KFH] is one of the most excellent and outstanding ones compiled by any licensee of this Commission. . . . We had KFH's splendid record before us—we had nothing from Wichita Television but promises."

### Newspaper Ownership

As to diversification, Comr. Lee said, "I do not think that in the case of awarding a license to a local newspaper, which is not a monopoly, that diversification should outweigh all other factors in the case. The applicant, KFH, is partially owned by the Wichita *Eagle* which has negative control of the radio station, owning one-half of the capital stock of KFH at this time. The *Eagle* publishes one of the two newspapers in Wichita and has done so since 1872. It was established by Victor Murdock and is published today by his son, Marcellus Murdock. If a tv permit were granted KFH, the *Eagle* would hold only some 38% of the stock and the examiner furthermore pointed out that the operations of KFH and the Wichita *Eagle* are separate and distinct. In this case the service rendered by the newspaper and the radio station would seem to merit consideration instead of being regarded as a factor to be held against them. Newspaper ownership should be only one of the numerous comparative factors to be weighed in reaching a decision.

"As of January 1, 1954, there were 349 commercial tv stations on the air, 103 or 30% were stations in which newspapers had majority or minority interests. Of the 556 authorized tv stations as of the same date, 129 had newspaper affiliations. While no similar tabulation has been completed for 1955, it is believed that roughly the same proportions of newspaper-tv affiliations hold.

"I am impressed with the fact that a newspaper necessarily must have its roots very deep in the community. Over a period of 25 years, KFH and the *Eagle* have accumulated knowledge and experience concerning the needs of the community and how it can best be served. Newspapers are the first ones that are behind the drives for support, for public projects, for slum clearance, and other improvements in the community. . . . I would give KFH a point of preference for—instead of against—based on newspaper ownership."

## FCC Grants Satellite On Roseburg, Ore., Ch. 4

NEW satellite tv station on ch. 4 at Roseburg, Ore., was granted by the FCC last week.

The satellite was granted to South West Oregon Tv Broadcasting Corp., composed of equal partners ch. 13 KVAL-TV Eugene, Ore., and ch. 5 KBES-TV Medford, Ore. The grant was made possible when Southern Oregon Tv Broadcasting Co., owned by KBES-TV, dismissed its competing bid for the ch. 4 satellite for 50% interest in the new venture [B•T, May 9].

The ch. 4 Roseburg satellite will rebroadcast programs of KVAL-TV, affiliated with ABC, NBC and DuMont networks. The station will operate with an effective radiated power of 5.3 kw visual, 2.6 kw aural with antenna 640 ft. above average terrain.

## He'd Outlaw DST

A BILL to outlaw daylight saving time was introduced last week by Rep. Joseph P. O'Hara (R-Minn.). The bill (HR 6721) would require all business and individuals to operate by standard time and would make violation a misdemeanor with fines up to $100.

## Mid-West T.V. Favored For Indianapolis Ch. 13

INITIAL DECISION proposing to grant a new tv station on ch. 13 at Indianapolis, Ind., to Mid-West T. V. Corp. was issued by FCC Examiner Basil P. Cooper last week. The decision would deny the competing applications of Crosley Broadcasting Corp., WIBC and WIRE, both in Indianapolis.

The decision concluded that Mid-West must be preferred because of integration of ownership with management and diversification of media of mass communication.

The examiner noted that WIRE is under the control of Eugene C. Pulliam, his wife and son. Mr. Pulliam is president and majority stockholder of Central Newspapers Inc., parent company of WIRE. The examiner noted further that through subsidiary corporations, Mr. Pulliam owns and controls the *Indianapolis Star* and *Indianapolis News*, WAOV Vincennes, the *Vincennes Sun-Commercial*, the *Muncie Star* and the *Muncie Evening Press*, and the *Huntington Herald Press*, all in Indiana.

WIBC, the examiner noted, is owned by the members of the Fairbanks family, former publishers of the *Indianpolis News* before that paper was merged with Mr. Pulliam's *Indianapolis Star*. The decision noted that the owners of WIBC own all the debentures, are the minority stockholders and elect a minority of the board of directors of Indianapolis Newspapers Inc., which publishes the two Indianapolis newspapers.

In denying the WIRE and WIBC applications because of diversification of mass media of communications, the examiner concluded:

"The record and the basic findings herein reflect how the concentration of media for the mass dissemination of news, information and entertainment in the hands of one man can affect adversely the community in which it occurs. Businessmen in Indianapolis are forced by economic necessity to buy advertising which they do not need or desire. Men in public life who do not see eye to eye with the publisher of the newspaper are the targets of headlines, editorials and news stories apearing in the press. If the operation of the channel 13 television station were to be placed in the control of those who now control the *Star* and the *News*, such action would enhance the ability of the owner of the newspapers to continue requiring the advertiser to purchase space he does not want. It would deprive the merchants of Indianapolis of a medium for advertising which would be competitive with the *Indianapolis Star*, the *Indianapolis News* and station WIRE. It would deprive the citizens of the area of a voice which, in other hands, might be raised in defense of those who do not see eye to eye with the owner of the *Indianapolis Star* and the *Indianapolis News*. These remarks are particularly pertinent to the application of Indianapolis Broadcasting Inc. [WIRE]. To a lesser degree, they are equally pertinent to the application of WIBC Inc. [WIBC]."

## AT&T Files First Tariff For Off-Air Pickup Service

AT&T has filed with the FCC the first tariff for its new off-the-air tv pickup service to interconnect tv outlets for network programming [B•T, Feb. 28].

The telephone company proposes to feed ch. 5 KFYR-TV Bismarck, N. D., from ch. 6 WDAY-TV Fargo, N. D., over a 180-mile distance, beginning July 1. Rate will be $4,640 per month, AT&T said. KFYR-TV will be liable for an amortization charge of $81,865, pro-rated on a monthly basis, for any time that it ceases to use these facilities before three years are up, the tariff declared.

The AT&T's off-the-air pickup service was proposed earlier this year in response to an FCC proposal to permit tv stations in remote areas to build their own relay facilities for intercity connections. The telephone company said that the charges would be fixed on a case-by-case basis, but that the fees would be about half that charged for direct interconnection for distances of 100-125 miles.

KFYR-TV is affiliated with ABC, CBS and NBC. WDAY-TV is affiliated with ABC and NBC.

## Port Broadcasting Granted New Wilmington Radio Outlet

INITIAL DECISION to grant a new am station at Wilmington, N. C., to Port Broadcasting Co., plus power boost for WISP Kinston, N. C., was made final by FCC last week. Port Broadcasting wins 250 w fulltime on 1230 kc while WISP, operating fulltime on the same channel, receives a power boost from 100 w to 250 w [B•T, May 16].

The Commission meanwhile postponed the effective date of a grant made April 19 to Southern Enterprises for a new am station on 1570 kc with 1 kw daytime at Cleveland, Tenn., and designated it for hearing in an oral argument before FCC July 7. Robert W. Rounsaville's WBAC Cleveland, which protested the grant, was made party to the proceeding.

Further protest filed by Radio Mid-Columbia Inc. against the FCC's April 14 grant to The Dalles Bcstg. Co. for a new station on 930 kc with 1 kw fulltime, directional night, at The Dalles, Ore., was turned down by the Commission. An economic protest filed by Radio Mid-Columbia, permittee for 1 kw day on 1300 kc at The Dalles, was denied a fortnight ago [B•T, June 6].

## Examiner Would Reinstate Dover 1270 Kc Radio Grant

INITIAL decision proposing to reinstate the grant without hearing of the bid of Granite State Broadcasting Co., for a new fulltime 5 kw am station on 1270 kc, directional, at Dover, N. H., was issued by FCC Examiner William G. Butts last week. The decision would deny the protests of WVDA Boston, Mass., and WWNH Rochester, N. H.

WVDA and WWNH had contended that the grant may not be made because of the ownership of multiple stations together with a regional network and joint rates for advertising.

Granite State, licensee of WKBR-AM-FM Manchester, N. H., is owned by William F. Rust, Ralph Gottlieb and William J. Barkley. They also are associated in ownership of WTSV-AM-FM Claremont, N. H., and WTSL Hanover, N. H.

Granite State has agreed to grant H. Scott Kilgore, owner of WKXL Concord, N. H., and WARE Ware, Mass., an option to purchase 25% interest in the Dover station in consideration for his dismissal of a competitive bid.

The examiner concluded that the grant should be made as it would bring the first standard station and would provide the second primary nighttime service to Dover.

## WTRI (TV) Denied Stay Against Albany Purchase

U. S. Court of Appeals in Washington last week denied the request of WTRI (TV) Albany for a stay against the FCC's 1954 order approving the purchase of WROW-AM-TV Albany to Lowell Thomas and associates for $298,800 [B•T, June 6].

The court decision, written by Circuit Judge Walter M. Bastian, said that it could find no abuse by the Commission of the authority to refuse to set aside a grant if in its opinion it would disrupt service.

WTRI, now off the air, was refused a plea for a temporary stay earlier this year.

A full-scale hearing was completed last month before Chief Hearing Examiner James D. Cunningham on the protest by WTRI against the WROW sale [B•T, May 16]. Parties have until June 30 to file proposed findings.

## Examiner Proposes to Deny WFPA License Renewal Bid

INITIAL decision proposing to deny the license renewal application of WFPA Ft. Payne, Ala., was issued by FCC Examiner J. D. Bond last week.

George A. Gothberg Jr., licensee of WFPA, had purchased the station in 1952, but had not disclosed to the Commission that funds provided by his father were used to pay for the property, the examiner noted. The decision further noted that in the renewal controversy Mr. Gothberg told the Commission that his father had given him $23,000 and that in a divorce and alimony suit in Alabama he had told the court that his father had loaned him the money.

The examiner concluded that Mr. Gothberg had failed to show the sense of moral responsibility and the candor and honesty in his dealings which the Commission expects of a licensee and that the public interest would not be served by entrusting him with a license.

## Broadcast Group Inc. Favored for St. Joseph Am

INITIAL decision proposing to grant a new 1 kw daytime station on 1270 kc at St. Joseph, Mo., to Broadcast Group Inc. was issued by FCC Examiner Fanney N. Litvin last week.

The application had been set for hearing with WREN Topeka, Kan., and KFKU Lawrence, Kan., because it appeared that the proposed station might involve objectionable interference to them. The examiner concluded that the amount of interference would be comparatively small with the interference area contiguous to the city limits of St. Joseph and no actual loss of service by the population in that area. The examiner further concluded that a grant to Broadcast Group should be made as it would provide a third local outlet for St. Joseph, the county seat, and a third choice of local programming.


WILKES-BARRE GOES FOR ROMERO... AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-of-audience (source: ARB, Feb. 1955). And here are more ARB ratings:

| | | |
|---|---|---|
| SAN ANTONIO | 26.1 | 56.4% share |
| MILWAUKEE | 34.3 | 64.6% share |
| CINCINNATI | 25.6 | 48.2% share |
| JACKSONVILLE | 37.0 | 86.7% share |

Advertisers go for Romero, too! No wonder: he's big "box office," and what's more, you can build exciting promotions around his name. Call us and check on your market.

CESAR ROMERO, starring in ...

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · DALLAS · HOLLYWOOD

# UHF ILLS SELF-INFLICTED—CHISMAN

**Operator of successful ch. 15 WVEC-TV Hampton, Va., claims that many of uhf's wounds are self-inflicted. He cites as other sources of trouble: governmental inactivity and 'blue sky' groups that would use uhf to advance their own causes; says, 'we don't need toll tv.'**

UHF's troubles are rooted in attitudes of its own operators, in governmental inactivity and in "blue sky" organizations that want to use uhf stations to advance their own causes, Thomas P. Chisman, president and general manager of ch. 15 WVEC-TV Hampton (Norfolk), Va., said in a statement last week.

Mr. Chisman, who said his uhf station has operated profitably for several months, charged that too many uhf broadcasters are crying before they're hurt and are spending so much time looking for something-for-nothing that they are neglecting their own operations.

"We don't need toll tv, government subsidization or any other outside aid to make our operation successful," he asserted. "What we do need is a little more work, attention to operation, a little ingenuity, and above all, a better sales job about uhf to make the American people understand that we are not an electronic stepchild but quite possibly may be the answer to the 'whither goest television' question.

"Every day, uhf operators are being offered a different 'solution.' One day it is toll tv which is going to be the great benefactor. The next it is NATS [National Affiliated Television Stations Inc.], which is going to finance, research, manage and provide programming for our stations. What then will the station operator's job be? Another day, the government is going to solve the problem with the idea of moving all stations into the upper spectrum. Another idea is de-intermixture. Then we hear about the request by Congress to have all manufacturers produce nothing but all-channel sets.

"These ideas are fine, but the uhf operators would like a little less big talk and more action."

Quoting "a supposedly authoritative source" as saying no uhf station in a vhf competitive market is making "a true profit," Mr. Chisman said "I resent this because my operation is and has been making a true profit in just this kind of a market, and I'm sure there are others like me around the country."

He scored "the deplorable lack of activity on the part of responsible governmental agencies" as having "further heightened the clouds of confusion that tend to obscure the true uhf picture from the public eye. The problem has been kicked around in committee after committee and has been neatly sidestepped when action was necessary." He also hit out at "prophets of doom" and "the present trend by various organizations . . . to ignore any uhf success and play up the weak sisters." He said:

"It is this type of negative approach that is used to continually undermine the confidence of the people in the uhf picture. It certainly does not help the uhf operator and it demeans television as a progressive industry.

"I am not acting as a spokesman for the uhf industry, but I've been through every phase of the fight and have managed to not only survive but succeed. I'm damn tired of having every Tom, Dick and Harry belittle the time and effort every operator has put into his business and I feel that it's about time someone stood up and gave three big cheers for the uhf operators who are succeeding, who haven't cried 'uncle' and will continue to work and fight to prove that uhf is as good as its lucky lower-spectrum sister."

## KCOR-TV Goes on Air With All-Spanish Programs

KCOR-TV San Antonio was slated to take the air Friday as "the first all-Spanish language tv station in the U. S."

The ch. 41 station is headed by President Raoul Cortez, who said the 100% Spanish-language programming would include films of major circuit bullfights from Mexico City, of Mexico City boxing and wrestling events, and most of the Ziv Television Programs which are done in Spanish. Programming at the outset will be from 6 p.m. to 11 p.m. daily.

The inaugural telecast was slated to originate from the 5,000-seat municipal auditorium with Texan and Mexican dignitaries on hand.

## GE Names Schmulbach Head Of WGY Sales; Cross Added

JOHN E. SCHMULBACH has been named manager of sales at WGY Schenectady, Merl L. Galusha, manager of the General Electric station, announced Thursday. Appointment of Charles C. Cross to the WGY sales staff also was announced.

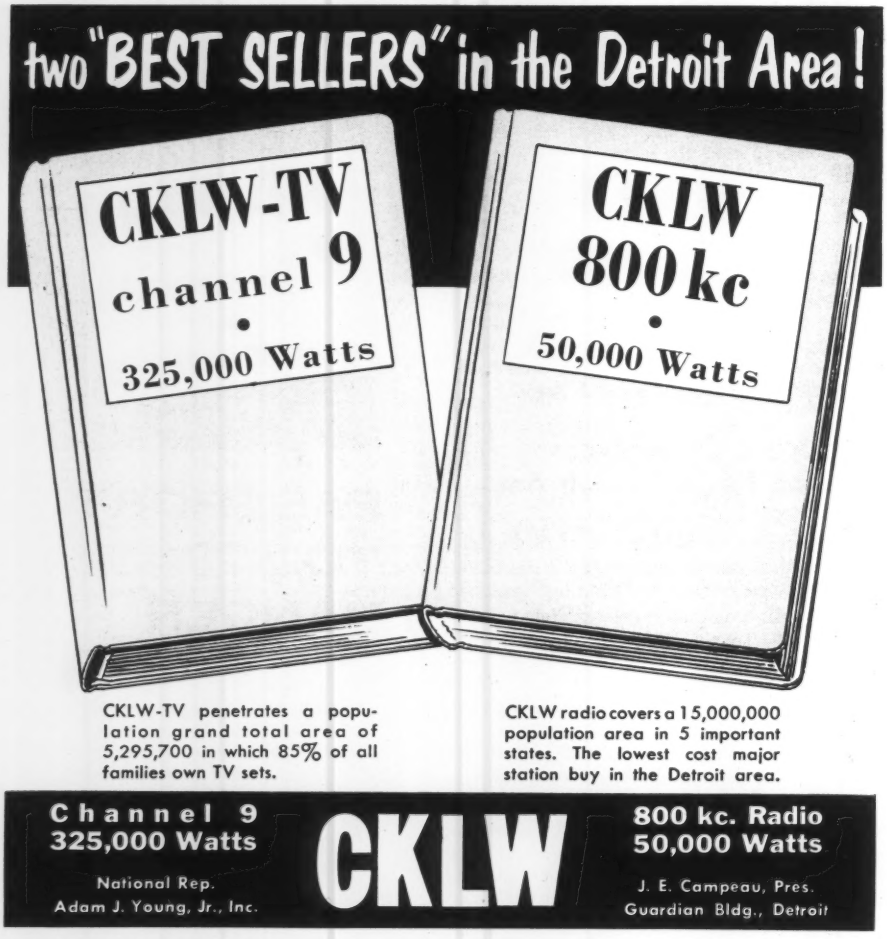
The moves were cited by R. B. Hanna Jr., manager of GE's broadcasting stations department, as latest steps by GE in emphasizing separate media functions of radio and tv in sales and programming. He said it was the department's belief that the broadcast industry best serves the public and the advertiser when the media operate independently of one another.

Mr. Schmulbach was associated with WHAR Clarksburg, W. Va., and WABY Albany before joining the GE broadcasting operation in 1948. Mr. Cross, former account executive at Hevenor Adv., Albany, also had been advertising manager for the Tobin Packing Co., Albany.

## WBC Consolidates Offices In New York's Chanin Bldg.

NEW OFFICES for the Westinghouse Broadcasting Co. have been leased on the 21st floor of the Chanin Bldg, 122 East 42d St., New York. The new space permits consolidation of nearly all of the company's executive offices formerly located in New York, Washington, and Philadelphia. Joseph E. Baudino, vice president of the firm, will remain in Washington, however, and the midwest sales office will continue in Chicago.

The move, effective this Thursday, was underway last week with some of the offices already set up at the Chanin Bldg. All of the 21st floor, except four offices, has been leased. Telephone number at the new address: Murray Hill 7-0808.


CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

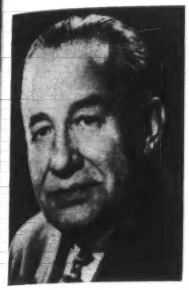
Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

## Dan E. Jayne Dies at 58; WELL Battle Creek Manager

FUNERAL SERVICES were held today for Dan E. Jayne, 58, manager of WELL Battle Creek, Mich, and vice president in charge of radio for Federated Publications Inc., owner of the station and four daily newspapers including the *Battle Creek Enquirer & News.*



MR. JAYNE

Mr. Jayne was at one time president of the Michigan Assn. of Broadcasters and the Michigan Associated Press Broadcasting Assn.

Mr. Jayne was a native of Six Lakes, Mich. He joined WELL in 1928 as a salesman and became station manager in 1932. He is survived by his wife, Lola, and a daughter, Christine.

## KRON-TV Uses Color Camera For Improved Black-and-White

USE of its newly-installed three-vidicon camera, normally used for color tv transmissions, for black-and-white film telecasts—with "highly gratifying results"—is reported by KRON-TV San Francisco. According to the station, the "3-V" camera accepts a wider range of tones and it results in a greater amount of detail in black-and-white sets. Additionally, KRON-TV reports, the "3-V" has a higher signal-to-noise ratio which cuts down on the possibility of "snow" on the picture tube.

The addition of the "3-V" camera, KRON-TV says, makes it the "only tv station in northern California capable of originating any type of local program in color."

## WBLN (TV) Bloomington Sold for Liabilities

SALE of ch. 15 WBLN (TV) Bloomington, Ill., by Cecil W. Roberts to Worth Rough and associates for assumption of liabilities amounting to $200,000 was announced last week. Mr. Rough is general manager of 1 kw daytimer WCBC Anderson, Ind. (on 1470 kc).

WBLN began operating in December 1953 and is represented by Joseph Hershey McGillvra. It counts more than 113,000 receivers in its area.

Mr. Roberts is the owner of KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; KCLO Leavenworth, KCRB Chanute, both Kansas, and WINI Murphysboro, Ill.

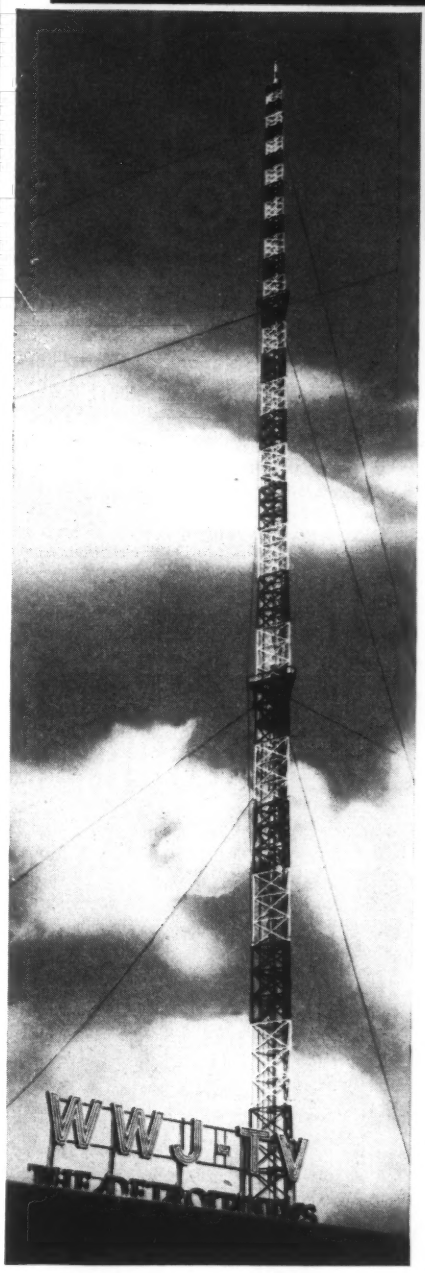
## KBIG Announces Sales Record

SUCCESSIVE gross billings for last March, April and May were the largest in the history of KBIG Avalon, Calif., running approximately 16% higher than the same 1954 period, Robert J. McAndrews, station vice president and commercial manager, has announced. KBIG, which started its fourth year of operation on June 1, currently has 140 advertisers, Mr. McAndrews said.


# Here are two answers to every tower problem

**BLAW-KNOX QUALITY**

**Graybar SERVICE!**




**This 1063-ft. WWJ-TV tower** serves the Detroit area. Weighing 265 tons, this typical Blaw-Knox-Graybar installation supports a 102 ft. antenna and a built-in two-man elevator.

In scores of instances, Blaw-Knox design and construction and Graybar's personalized attention have resulted in "tailor-made" solutions to tower problems. They can do the same for you.

Whatever the situation — extreme wind velocities . . . heavy deposits of ice or sleet . . . difficult terrain conditions — you can be sure of a safety-engineered tower capable of "carrying the load" by specifying Blaw-Knox, via Graybar.

And you can always depend on prompt Graybar service and technical assistance. Blaw-Knox equipment and *all* your broadcast equipment needs for AM, FM and TV are available through your Graybar office. There's one near you. Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, expansion and modernization.

Keep in mind, also, that Graybar can supply everything you need in wiring, ventilating, signaling and lighting equipment — over 100,000 electrical items, all products of the nation's leading supplier-manufacturers. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* 535-16

***EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR***

Everything Electrical — Graybar — Graybar Electric Company — Since 1869 — Reg. U.S. Pat. Off.

IN OVER 120 PRINCIPAL CITIES

OFFICIALS of Storer Broadcasting and its WJBK-AM-FM-TV Detroit take part in ground-breaking for the Radio-Television Center which will house the stations. L to r: Bill Michaels, WJBK-TV managing director; Paul Frincke, chief engineer, WJBK-AM-FM-TV; Harry Lipson, WJBK managing director; George B. Storer Sr., president of Storer Broadcasting Co., and William E. Rine, SBC northern district vice president.

## Construction Underway On WJBK Radio-Tv Center

STORER Broadcasting officials last Tuesday joined with Detroit civic and educational leaders in ground-breaking ceremonies for the Radio-Television Center, future home of Storer's WJBK-AM-FM-TV.

The structure, which is expected to be ready for occupancy early next year, will be located on the southwest corner of Second Ave. and Bethune and will contain "the most complete, modern radio-tv facilities" in the area, according to the stations.

The studios and business offices will fill two stories plus a large basement. Two large tv studios and business offices of the tv station will occupy the ground floor with radio studios and offices, record library, news room and sports department covering the second floor.

## Wailes Leaves for Europe

LEE B. WAILES, executive vice president of Storer Broadcasting Co., leaves for a five-week tour of Europe on June 18. He will visit Spain, France and Italy on what he describes as his first real vacation in a quarter-century.

### REPRESENTATIVE APPOINTMENTS

**WPOR** Portland, Me., appoints Everett-McKinney Inc., N. Y., as national representative.

**KFRE** Fresno, Calif., appoints John Blair & Co., N. Y., as national representative. The appointment becomes effective on July 1.

### STATION SHORTS

**KOSI** Aurora, Colo., has increased power to 5 kw.

**KVWO** Cheyenne, Wyo., reports its Gates basic dynamote, serial No. M-4880, stolen from Cheyenne Presbyterian Church May 28.

### STATION PEOPLE

**William P. Geary,** commercial manager, WMGT (TV) Pittsfield, Mass., appointed manager, succeeding **John T. Parsons,** who moves to WHYN-TV Holyoke, Mass., as manager.

**Gene Ragle,** program director, KPTV (TV) Portland, Ore., to KBET - TV Sacramento, Calif., as operations director.

MR. RAGLE

**Robert Anderson,** announcing - production staff, KVAL-TV Eugene, Ore., appointed program director, succeeding **Bob Lownsbery.**

**Bernie Hargreaves,** formerly commercial manager, KNEA Jonesboro, Ark., to WNNJ Newton, N. J., in same capacity.

**Jack R. Wagner,** KNBC San Francisco, appointed program supervisor.

**Sy Levy,** WACE Chicopee, Mass., appointed program director.

**Michael Lareau,** formerly with sales staff, WWJ Detroit, appointed sales manager, WOOD Grand Rapids, Mich.

MR. LAREAU

**Phyllis Boggess,** news reporter, KCHA Charles City, Iowa, promoted to news director.

**Erik Paige,** sportscaster, to KFWB Hollywood as sports director, succeeding **Fred Herman** resigned.

**John Ertman,** floor manager, WBBM-TV Chicago, promoted to director.

**G. W. Parker,** formerly representative, S&W Fine Foods Inc., S. F., named manager, merchandising dept., King Broadcasting Co. (KING-AM-TV Seattle), succeeding **Robert J. Osborne,** who has been called to active duty in Air Force.

**Dwight Hinshaw,** formerly local and regional sales manager, KCKT - TV Great Bend, Kan., appointed local and regional sales manager, KEDD Wichita, Kan.

MR. HINSHAW

**Henry Baran,** newscaster, *News Report,* WTVR - TV Richmond, Va., now news and weather commentator, WTVR-TV *Morning Show.*

**Ted Work,** formerly with WTTG (TV) Washington, to WTMA Charleston, S. C., conducting daily disc show.

**Jerry Lawrence,** Hollywood freelance producer-announcer, adds duties as commercial announcer, KHJ-TV Hollywood Stars-Los Angeles Angels baseball games.

**Paul Kristian** to KABC Hollywood as commentator.

**Betty Granger,** women's editor, *New York Amsterdam News,* signed by WLIB New York to conduct *At Home With Betty Granger.*

**Ken Malden,** formerly with WABI Bangor, Me., returns to WBMS Boston as disc m.c.

**Frank Hennessy** to WBAL Baltimore as program personality.

**Don Owens** to WARL Arlington, Va., as disc m.c.

**Robert E. Murphy,** timebuyer, Arthur Meyerhoff Co., Chicago, to WBNS-TV Columbus, Ohio, as account executive.

**Joseph Weisenberg,** formerly acting sales manager, WABC New York, named account executive, WABC-TV; **Charles Bernard,** formerly with WABD (TV) New York, **John Knox,** formerly with John Blair & Co., N. Y., and **Barry Mayer,** formerly with WOND Atlantic City, N. J., to WABC sales staff.

**William D. Humphries,** formerly with drug products sales div., Procter & Gamble, Cincinnati, to sales staff, WDSU New Orleans.

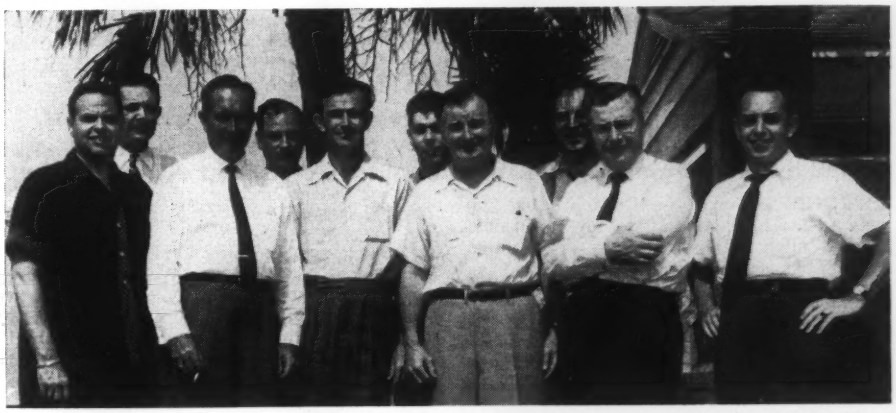
**Bill Jeffries,** formerly performer, WFMY-TV Greensboro, N. C., to WIST Charlotte, N. C., as salesman and air personality.

**Robert Dean Burton,** formerly in sales capacities, Remington Rand, N. Y., to sales staff, WJR Detroit.

**Frayn Utley** and **Virginia Marmaduke,** reporters-commentators, signed by WMAQ Chicago.

**Lamont McLoughlin,** announcer, WHOT South Bend, Ind., appointed local news reporter.

**Donald W. Mills,** United Air Lines, S. F., to KPIX (TV) there as publicist and promotion man.



THE PROGRAM policy committee for the *Washington Post & Times Herald* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) stations held its first meeting last week in Jacksonville. The group discussed new program ideas and approaches [B•T, June 6]. Present were (l to r): John S. Hayes, vice president for radio and television of the Washington Post Co. and WTOP Inc. president; Glenn Marshall Jr., president, WMBR division of the Post Co.; Dave H. Booker, WMBR radio vice president; Lloyd Dennis, WTOP radio vice president; Philip L. Graham, president of the Washington Post Co. and board chairman, WTOP Inc.; Lawrence E. Richardson, WTOP Inc. director of general services and committee secretary; George F. Hartford, WTOP vice president for tv; Adrian Fisher, vice president and counsel, WTOP Inc.; J. Russell Wiggins, Washington Post Co. vice president and managing editor of the paper, and Charles M. Stone, WMBR vice president for tv.

**Alan Sims,** formerly with WSNJ Bridgeton, N. J., to promotion-publicity staff, WIP Philadelphia.

**William Sprague,** narrator, NBC *World News Roundup,* to news and special events staff, WRC-AM-TV Washington.

**Bill Rice,** formerly with WFBM-TV Indianapolis, to announcing staff, WLWT (TV) Cincinnati.

**Herman Clark** to farm dept., WNAX Yankton, S. D., for summer.

**Robert E. Bradford** to WRAD Radford, Va.


*on their way*
*to Sesac Subscribers*

**SESAC**
**TRANSCRIBED**
**LIBRARY**

Series "N" NOVELTIES

N-850's ●
**LOU STEIN AND HIS JAZZ QUARTET**
The Co-Eds
Autumn Mood
Solitude
The Boy Friend
Song for Squares
(Just to mention a few)

**SESAC**
*"the best music in America"*
475 Fifth Avenue New York 17, N.Y.

# TOP EXECUTIVES REALIGNED BY DUMONT; SEPARATE ELECTRONICAM UNIT SET UP

**Caddigan heads new organization; five others get new assignments. Growing demand for Electronicam by advertisers and agencies is cited by Ted Bergmann, director of DuMont's broadcast division.**

A PROGRESS report on DuMont's live-film camera, Electronicam, and the setting up of a separate Allen B. DuMont Labs' organization to handle its activities, with James L. Caddigan at its head, were announced last week.

The new alignment of top executives also included these assignments:

• John H. Bachem, general manager of the DuMont Television Network, to add sales, service and production of Electronicam activity to his responsibilities.

• Werner Michel to succeed Mr. Caddigan as director of programming for DTN and as director of the Electronicam production department, co-ordinating production, engineering and facilities aspects of the camera system. These activities will fall particularly in the servicing of advertising agencies, film producers and program packagers.

• Harry C. Milholland to manager of technical operations, supervising all engineering of Electronicam activity as well as that of DuMont's broadcast division.

• Douglas Downs to direct photography with the new production unit.

• Eric Herud, technical operations engineer for the DuMont broadcast division, to assistant manager of technical operations.

Statements by both Ted Bergmann, director of DuMont's broadcast division, and William H. Kelley, vice president and general manager of the laboratories, reported stepped-up sales activities with Electronicam.

The Electronicam system permits simultaneous live pick-up and filming and fast film processing.

### Increasing Demand

Mr. Bergmann said Thursday, in announcing Mr. Bachem's appointment, that the creation of a new organization to handle the Electronicam system was necessary because of a rapidly increasing demand for its use by advertisers, agencies and film producers.

Mr. Kelley said that since the system was shown publicly in mid-April, motion picture producers and tv station operators "from all parts of the world have deluged us with requests as to the availability of the system and its application to their particular problems."

Mr. Caddigan, who becomes director of marketing for the system, will work toward setting up the system "as standard equipment for the production of every type of motion picture—theatrical production, business films, educational pictures, films for television, television commercials and films produced by the government," according to Mr. Kelley. Marketing will be international in scope.

Mr. Caddigan, who has directed programming and production for DTN since 1947, also has extensive motion picture background including assignments for Paramount Pictures and Paramount News. He was largely responsible for the development of the Electronicam in conjunction with DuMont's research laboratories.

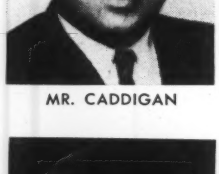
The DuMont network, meanwhile, released a statement hailing the "first television commercial produced via DuMont's new Electronicam tv-film system." New York viewers, according to the network, already were seeing the commercial—a 60-second electric shaver—on WCBS-TV New York's *Early Show*.

DuMont quoted Walter Craig, vice president in charge of radio and tv at William Weintraub Agency, as finding the spot "comparable in sound and picture quality" to other commercial films and as adding that Electronicam had saved on both production time and costs as compared with spots made by conventional film technique.

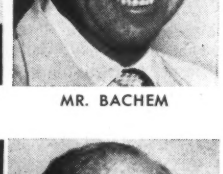
Mr. Michel as production director has a wide background in both radio and tv. Before joining DuMont, he was associate director for two years of Kenyon & Eckhardt's radio-tv department. At K&E he was in charge of programs, commercial production and network-account liaison. He was producer of the *Ford Television Theatre* and created Ford's 50th anniversary show.

MR. CADDIGAN

MR. BACHEM



MR. MICHEL



MR. MILHOLLAND

Before his association with K&E, Mr. Michel from 1946-1950 was with CBS in New York moving from radio producer-director to assistant program director in charge of production and general program administration, producing *You Are There* and heading the CBS Radio documentary unit. In 1949, he moved to CBS-TV as supervisor and producer. During World War II, he was director of broadcasting for the Voice of America. Before the war, he was a freelance radio writer, director and producer of 16 full-length motion pictures. He also has written musical scores for Broadway revues and directed plays and musicals.

The Milholland appointment was announced earlier in the week by Mr. Bergmann. Mr. Milholland was manager of technical operations for the DuMont Television Network and its WABD (TV) New York.

In his new post, Mr. Milholland will have charge of the engineering groups servicing the network-owned stations WABD and WTTG (TV) Washington, and the new Electronicam production department. In his new post he succeeds Rodney D. Chipp, who has been named director of engineering for all manufacturing divisions of DuMont after eight years as director of engineering for the network [B•T, June 6].

Mr. Milholland, with DuMont since 1943, started as a member of the research staff, specializing in problems of film projection and recording programs on film. As a result of this work he received a patent on a film recording device. He became manager of TeleTranscription engineering for the network in 1948, technical operations engineer for WABD and the network in 1950, and manager of technical operations in 1952.

Mr. Herud, whose appointment also was announced by Mr. Bergmann, joined DuMont Labs in 1944, starting as a draftsman in the research division and also working on DuMont's original orthicon image camera chain. He moved to the broadcast division in 1946 as a video operator in the mobile unit, rising to technical operations engineer in 1952.

Mr. Downs, a freelance cameraman and director, was with March of Time 1944-1953 and with the Army Signal Corps 1941-1944. Also in the Electronicam unit: James Graham, business manager; Roger Gerry, production supervisor, and Don-Marc Trevor, manager of operations.

# CBS DROPS BID TO BUY WSTV-TV

**Network and station terminate $3 million contract by mutual agreement due, observers believe, to anticipation of prolonged FCC deliberations.**

CBS last week dropped its $3 million bid to buy a television station in the Pittsburgh area through the purchase of WSTV-TV Steubenville, Ohio [B•T, Oct. 25, 1954, *et seq.*].

Dr. Frank Stanton, president of CBS Inc., and Jack N. Berkman, president of WSTV Inc., announced Thursday that the contract for CBS' purchase of the ch. 9 station has been "terminated by mutual agreement" and that the application for FCC approval of the transfer was being withdrawn.

The transfer was contingent on FCC approval of a WSTV-TV application to move closer to Pittsburgh and accordingly had drawn protests from other Pittsburgh stations.

The announcement by Messrs. Stanton and Berkman gave no reason for dropping the contract but it was assumed that the probability of extended delays before final FCC action on the transfer was a major factor.

In view of the protests against the move, which included charges that CBS was trying to "leap-frog" the station out of the Steubenville-Wheeling area into the Pittsburgh market, plus the fact that the FCC already has had the application before it for six months, led observers to feel that the Commission almost certainly would call for a hearing before acting. Also, the FCC had sent CBS a McFarland letter dealing with the proposed transfer.

The Stanton-Berkman announcement made clear that "WSTV-TV will continue operation under its present ownership" and that the station will "continue as an affiliate on the CBS-TV network."

There was no indication as to CBS' next move to fill out its quota of owned stations.

## NBC Asks Russians To Admit Film Crew

NBC has asked the Soviet Union for permission to send radio-tv technicians and newsmen within its borders for the purpose "of making film and sound recordings for television and radio use about life in the Soviet Union today."

Text of a wire sent June 3 by NBC President Sylvester L. Weaver Jr. to Soviet party chief Nikita S. Khrushchev was released last week. It read:

"We read in the American press that you have invited correspondents into the Soviet Union. You are quoted as saying 'and you can have your visa tomorrow if you wish. You can all have them. You can all get in.'

"The NBC respectfully requests permission for motion picture cameramen, sound men and necessary equipment plus supervisor, directors and reporters to be admitted to the Soviet Union at earliest possible date with purpose of making film and sound recordings for television and radio use about life in the Soviet Union today.

"In anticipation of approval of this request we are proceeding to submit visa applications for the essential personnel mentioned. We will appreciate your help in expediting issuance of visas. We are sending copy of this message to Ambassador of the Soviet Union to the U. S."

NBC said a long-standing visa application has been pending with Soviet Russia for the admittance of Irving R. Levine of NBC News.

No reply had been received late last week.

## 'Monitor' Is Launched 70% Network-Sponsored

WITH NBC Radio's *Monitor* weekend service set to be launched yesterday (Sunday) the network reported that 70% of the network time available, amounting to more than $1.4 million in gross billings, had been sold up to last week. The service was to be introduced with a special simulcast (4-5 p.m. EDT) and will be carried on subsequent weekends on NBC Radio from 8 a.m. Saturday to 12 midnight Sunday.

The latest national advertisers to sign for participations on *Monitor* are the Chesebrough Mfg. Co., Morton Salt Co. and the B. F. Goodrich Tire Co., the network announced. The total number of announcements sold up to early last week was listed at 1,678, of which 853 are one-minute announcements; 450 are 30-second announcements, and 375 are six-second "billboards."

Other network sponsors of the service are Chevrolet Div. of General Motors, Philip Morris cigarettes, Gruen Watch Co., Western Union Telegraph Co., RCA, Nash Motors and Carter Products.

Additionally, nine sponsors have purchased time on *Monitor* on the NBC-owned stations and individual stations represented by NBC Radio Spot Sales. This group includes the Seven-Up Bottling Co., Thomas Lipton Inc., RCA, A. D. McKelvy Div. of Vick Chemical Co., Douglas Labs, Shulton Inc., Good Humor Corp., Aloe Labs Inc. and D-X Sunray Oil Co.

The latest service offered on *Monitor*, as announced last week, will be up-to-the-minute traffic information, gathered in seven key cities by the Civil Air Patrol. Under the arrangement with CAP, observers in planes flown over Dallas, New York, San Francisco, Seattle, Kansas City, Chicago and Washington will radio traffic information to local CAP headquarters, from which it will be relayed for broadcast to NBC Radio central in New York.

## 'Monitor' Trademark

NBC has hit upon an unusual sound trademark to identify *Monitor*, new weekend radio service launched yesterday (Sunday) with a simulcast from 4-5 p.m. EDT. In cooperation with the New York Telephone Co., NBC decided upon a sound that is a combination of high frequency tones dialed by an operator to activate remote telephone equipment in completing long-distance calls. This sound was recorded by the phone company and sent to NBC, which re-recorded the sound at higher and lower frequencies, put it through various filters and mixed it with a micro-second lag. Upon this conglomeration, NBC engineers then superimposed an oscillator sending the Morse Code letter "M"—for Monitor. The end result will be the program's trademark.

## AB-PT Dividends Declared

BOARD OF DIRECTORS of American Broadcasting-Paramount Theatres last week declared dividends of $.25 per share on the outstanding preferred and $.25 per share on the outstanding common stock of the corporation, payable July 20 to holders of record June 24.

Ampex 600

# "OUR BEST PORTABLE RECORDER YET"

**says *Richard Parks, Asst. Chief Engineer, ABC, San Francisco***

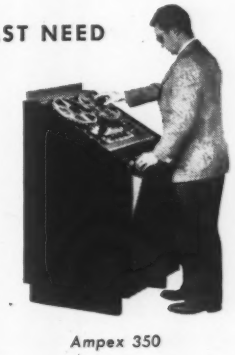
"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

**NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED**

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.


Ampex 350

*Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881*

AMPEX CORPORATION

*Signature of Perfection in Sound*

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal U. S. cities;
Canadian distribution by the Canadian General Electric Company.

## Weaver to Narrate '1976' Program on NBC-TV Oct. 9

NBC-TV will feature NBC President Sylvester L. Weaver Jr. as narrator of a one-hour program, "1976," to be telecast Oct. 9 at 4:30-5:30 p.m. The program, to be sponsored by the American Petroleum Institute, will be based on a book Mr. Weaver is writing, called *Tomorrow*.

The Weaver-narrated show, which will feature some of NBC-TV's top stars including Sid Caesar, Nanette Fabray, Arlene Francis and Wally Cox, will take a peek at life in this country as projected some 21 years. As expressed by Mr. Weaver:

"The show we are building puts the eye of the camera against a telescope to time. At the other end of that telescope we will show our world and its society 21 years hence; our country and its economy; ourselves, and our families.

"None of this will be space-ship stuff. All of it will be based on scientific developments that are known, projected, or scientifically feasible. We will show both things and ideas, gadgets and creature comforts, as well as the spiritual and moral foundation of 1976."

The Petroleum Institute's national chairman of its information committee, W. R. Huber of Gulf Oil Corp., noted that the show will "dramatize the very thing" that the institute has been promoting, the idea "that private management and competitive enterprise are the keys to our future, just as they have been through our past and present growth and development."

The show is timed to coincide with "Oil Progress Week" Oct. 9-15.


**broadcasting's gold mine**

***of bright new instrumental tunes***

STANDARD

**SHORTY-TUNES**

Monthly releases of 20 current and standard pop tunes— each averaging only... **1½** Minutes in length

Includes Top Talent instrumental selections — specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers — no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

**NOW NO CONTRACT REQUIRED**

**Buy Outright Month to Month**

**STANDARD**

**RADIO TRANSCRIPTION SERVICES, INC.**

360 N. Michigan Ave., Chicago 1, Ill.

CBS-TV and WREC-TV Memphis, Tenn., officials review the agreement by which the station is to become a basic, interconnected affiliate effective Dec. 1. L to r: Hoyt B. Wooten, president, WREC Broadcasting Service; Ed Shurick, CBS-TV director of station relations, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The Katz Agency last week was named national representatives for the station.

## CBS-TV Daytime Schedule To Be Revamped on July 4

CHANGE in CBS-TV daytime programming will be effected July 4 to accommodate a revamp of its *Morning Show* and the dropping of a daytime serial each by General Foods and Procter & Gamble.

Jack Paar will leave the *Morning Show* to conduct a new comedy, music and variety program in the Mon.-Fri. 1-1:30 p.m. EDT slot, effective July 4. General Foods is dropping *The Inner Flame*—1-1:15 p.m. EDT—and P & G its *Road of Life*—1:15-1:30 p.m. EDT.

It was understood, meanwhile, that CBS-TV plans a news and weather format for its *Morning Show*, featuring possibly a woman commentator in addition to Charles Collingwood, who already appears on the show. The Baird puppets also will be on the program. Mr. Paar had asked CBS-TV to be relieved of the *Morning Show* when he learned that the format would be changed.

## Upcoming Movie Stories Made Available to NBC-TV

NBC-TV reported last week that stories which will be made into motion pictures within the next year or two have been made available for use on NBC-TV's *Lux Video Theatre* (Thurs., 10-11 p.m. EDT), starting June 30.

The stories, which will be adapted into one-hour tv plays, are based on best-seller novels, Broadway plays on material never used in other media, according to an NBC-TV spokesman. The tv plays will continue until Sept. 15 but the regular winter format of *Lux Video Theatre* will be resumed on Sept. 22. The program is sponsored by Lever Bros. through J. Walter Thompson Co., New York.

## CBS-TV to Add WTWO (TV)

ADDITION of WTWO (TV) Bangor, Me., as a primary interconnected affiliate of CBS-TV, effective Sept. 18, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The ch. 2 station is owned and operated by Murray Carpenter & Assoc., Bangor.

## NBC Promotes Hagan

CHESTER E. HAGAN, assistant manager of NBC's central news desk in New York, is being assigned to a newly-created post of manager of news and special events for NBC in Chicago, it was announced last week by William R. McAndrew, director of NBC news.

Rex Goad, network news editor in Washington, will succeed Mr. Hagan in New York, assuming the title of night news room supervisor.

Mr. Hagan joined NBC in 1949. Mr. Goad began his network association in 1951.

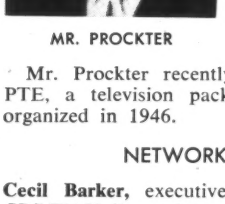
## 5 Years of Hope on NBC-TV

SIGNING of Bob Hope to a new five-year contract with NBC for his exclusive services in television was announced last week by Sylvester L. Weaver Jr., NBC president.

During the 1955-56 season, Mr. Hope will star in six, or possibly eight, hour-long variety programs in the Tuesday, 8-9 p.m. time period under the sponsorship of the Chevrolet Div. of the General Motors Corp. and the Chevrolet Dealers [B•T, June 6]. Campbell-Ewald, New York and Detroit, is agency.

## CBS-TV Appoints Prockter

APPOINTMENT of Bernard J. Prockter, formerly president of Prockter Television Enterprises, New York, as a producer at CBS-TV, was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.



MR. PROCKTER

Mr. Robinson said Mr. Prockter "will produce his own shows and also be available for assignment to other CBS Television productions."

Mr. Prockter recently sold his interest in PTE, a television packaging firm which he organized in 1946.

### NETWORK PEOPLE

**Cecil Barker,** executive producer of several CBS-TV Hollywood programs, named producer, fall CBS-TV *Red Skelton* series; **Seymour Berns** named *Skelton* director, succeeding **Jack Donohue,** to NBC-TV *Colgate Variety Hour.*

**Harold B. Day,** account executive, WABC-TV New York, to sales dept., ABC-TV, in same capacity.

**Elmore B. Lyford,** former station relations director, DuMont Network, to station relations dept., NBC.

**Nat Perrin,** producer, CBS-TV *Shower of Stars,* named executive producer, *Red Skelton* and *Johnny Carson* programs.

**Lewis W. Shollenberger,** CBS, inducted into Sigma Delta Chi, national professional journalism society.

**D. Gordon Graham,** formerly public affairs director, WCBS New York, appointed public relations director, National Conference of Christians & Jews.

**Edward L. Hyman** and **Sidney M. Markley,** vice presidents, American Broadcasting-Paramount Theatres Inc., appointed co-chairmen, theatre collections committee, 1955 United Cerebral Palsy campaign.

# MUSICIANS' RADIO-TV INCOME RISES, AFM TOLD; SARNOFF ADDRESSES CONCLAVE

**Musicians' 1954 income from radio-tv inches to $24.7 million, AFM hears at Cleveland convention. RCA-NBC Board Chairman Sarnoff talks on industry harmony. AFM officers re-elected.**

INCOME to musicians from the radio and television broadcasting industry rose slightly in 1954 to an estimated total of $24,718,978 from $24,677,409 in 1953.

This comparison emerged from a presentation of data made to the union's 57th annual convention in Cleveland last week, at which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, was the principal speaker. Gen. Sarnoff, who spoke on "Harmony—Keynote for Our Time," was the first representative of business management ever to address an AFM convention.

The increase in musicians' income from radio and tv was accomplished by a rise in tv revenue slightly exceeding a decrease in radio revenue. Data covered employment in Puerto Rico and Canada as well as the U. S. Television revenue in 1954 was listed at $7,721,210 as compared with $6,986,851, and radio income in 1954 at $16,997,768, as against $18,590,558 in 1953.

Radio emerged again as the leader in providing employment opportunities for musicians. The records industry in 1954 spent $3,093,000 for sidemen and $658,337 for leaders while revenue from electrical transcription companies amounted to $1,330,168. Musicians' income from motion pictures was reported at slightly above $3 million.

In his talk last Tuesday, which was carried over NBC Radio (10:30-11 p.m. EDT), Gen. Sarnoff urged harmony as a keynote in management-labor relations. He declared that the day of "warrior leaders," either on the side of capital or labor, is at an end. He advocated that differences between management and labor be settled by "reason, understanding and fair-dealing."

### Music: Indispensable

Gen. Sarnoff told the convention that he is "keenly conscious" of the part played by musicians and music in the growth of the broadcasting industry, and said that music remains "the basic, the indispensable ingredient of programming." He continued:

"There is a widespread legend that the favorite U. S. sport is baseball. Actually, while 15 million Americans attend major league baseball games per annum, the box office of classical music in America attracts 35 million in the same period, and the amount of money spent at the box office amounts to $50 million as compared with baseball's $40 million."

More than 1,200 delegates participated in the balloting for officers on Wednesday, which resulted in re-election of the incumbent slate. Re-elected were James C. Petrillo, Chicago, president; Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, N. J., secretary, and Harry J. Steeper, Teaneck, N. J., treasurer.

At the opening day of the convention last Monday, Mr. Petrillo reported that the musicians' performers trust fund now stands at $2.6 million, as compared with $1.3 million at the same time last year. He indicated that the 5% royalty on filmed music was responsible, in part, for this increase.

Mr. Petrillo referred in cordial terms to Gen. Sarnoff during one phase of his report when he stressed the need for labor "to co-exist with employers." He said that Gen. Sarnoff had helped him save the royalty fund when it was threatened by federal law, but Mr. Petrillo did not elaborate on this point. His description of Gen. Sarnoff's "understanding labor policy" drew applause from the audience, particularly when he declared:

"Who can quarrel with that kind of management spokesman?"

It was indicated at the convention by Henry Kaiser of Washington, legal counsel to the federation, that AFM intends to press its jurisdictional dispute with the American Federation of Television & Radio Artists over the issue of musicians, who also serve as performers, holding membership cards in AFTRA. The federation has taken a stand against dual membership. Mr. Kaiser told the convention that since the National Labor Relations Board has refused to rule on the issue, AFM has "more time to get a concise decision and marshal our forces under the splendid leadership of President Petrillo."

## IBEW to Introduce Resolution For Closer Unity With NABET

RESOLUTION asking that the International Brotherhood of Electrical Workers "explore methods of cooperation and unity with the National Assn. of Broadcast Employes & Technicians-CIO" will be introduced by a delegation of IBEW Local 45, Hollywood, at the IBEW tv and radio broadcast meeting in Dallas June 15 (Wednesday). The resolution is an outgrowth of previous communication by Harry Stillman, Local 45 business manager, to the Los Angeles NABET local, suggesting cooperation between the two groups. NABET's answer was that meetings on the subject must be sought on a national level, Mr. Stillman said.

## Good Neighbors

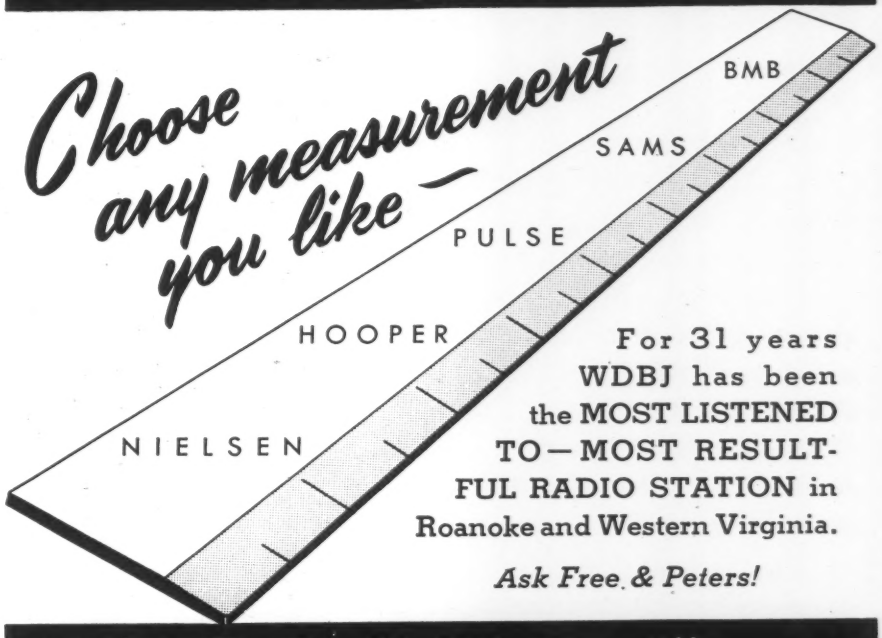
AS ONE indication of the "sweetness-and-light" relationship that exists between the American Federation of Musicians and the broadcasting industry, AFM President James C. Petrillo and RCA-NBC Board Chairman Gen. David Sarnoff shared the same suite at the Hotel Statler in Cleveland last Monday evening. A parlor room separated their sleeping quarters. Gen. Sarnoff was the principal speaker at AFM's annual convention in Cleveland.

## Producers, SAG Begin Talks

NEGOTIATIONS covering actors, singers and announcers in tv entertainment film started in Hollywood last week, with the Alliance of Tv Film Producers and the Assn. of Motion Picture Producers (major studios) on one side of the table and Screen Actors Guild on the other.

Preliminary matters occupied the first discussions. Further meetings start June 20. Current three-year contract expires July 21.


SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION




For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

*Ask Free & Peters!*

**WDBJ**

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

*Owned and Operated by the TIMES-WORLD CORPORATION*

FREE & PETERS, INC., *National Representatives*

Reserve
Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 7
Publication Date:
Mid-August

# NTA STOCK SOLD OUT AT FIRST OFFERING

NATIONAL TELEFILM Assoc., New York, last Tuesday offered 312,000 shares of common stock for public sale at $5 a share [B•T, June 6] and the stock issue was reported "oversubscribed" by the end of the day. Quotation on the stock last Wednesday was listed at 5⅛-5½ over-the-counter.

The underwriter of the issue, Charles Plohn & Co., New York, said net proceeds of $1,260,000 will be used in part to pay off payment of a factor's loan. The balance of the net proceeds, it was said, initially will be added to working capital and will be available for such corporate purposes as the acquisition of distribution rights, the retirement of film acquisition loans and the repurchase of lenders' participation in the gross proceeds of related films.

Ely Landau, president of NTA, reported that exhibition contracts during May were "the highest in the company's history" and unbilled exhibition contracts at the end of the month totaled "a record amount."

## NTA's 'Fabulous Forty' Sales Reach $736,000 in One Month

NATIONAL TELEFILM Assoc., New York, announced last week that total gross sales on its "Fabulous Forty" package of recent top British feature films have reached the $736,000 mark in the first month of selling effort.

Harold Goldman, vice president in charge of sales, said the latest markets in which the packages have been sold are Philadelphia, Albuquerque, N. M., and Providence, R. I.

Mr. Goldman said the company has devised a plan to overcome possible resistance to British films by inviting station managers and film buyers to screen the films before buying.

NTA also announced it has acquired seven-year distribution rights to the new half-hour filmed series, *Theatre,* which is being produced by Towers of London Ltd. The series, being filmed with a new high-definition process, will be distributed by NTA, starting this fall.

## National Telefilm Forms Unit for Theatrical Sales

NATIONAL TELEFILM Assoc., New York, has organized NTA Film Sales as a division to handle theatrical distribution of feature films, it was announced last week by Ely Landau, NTA president.

As a start, Mr. Landau said, NTA Film Sales will distribute as re-issues four films, for which NTA has U. S. tv distribution rights. They are: "Tales of Hoffman," "Cry, the Beloved Country," "Breaking Through the Sound Barrier" and "Outcast of the Islands." It was explained that the new division was formed, in part, because in the past NTA had been refused tv distribution rights for certain features, as it did not have theatrical distribution facilities.

## Coogan, Hayden Sue TPI

ACCOUNTING of profits due actors Jackie Coogan and Russell Hayden from *Cowboy G-Men* syndicated tv film series was asked of Telemount Pictures Inc. in Los Angeles Superior Court last week. The plaintiffs claim they made 39 films for which they each received from $500 to $600 per film. They also claim their contracts stipulate they are to receive 5% of the net profits.

"CARLOAD SAM," Sam Landy, Flint, Mich., furniture dealer, and Dick Hallwood, WNEM-TV Bay City, Mich., sales executive, finalize a $28,000 agreement calling for sponsorship of the station's twice-weekly *Goodnight Playhouse,* late movie feature.

## Four Star Productions Sets Six Series for Fourth Year

UPON COMPLETION of its third fiscal year, Four Star Productions has announced plans to have at least six tv film series in production during the next year. The firm will continue to produce *Four Star Playhouse, Star and the Story* and *Stage 7* and will begin to film new programs, including *Blandings Way,* starring MacDonald Carey; *The American Story,* with Frank Leahy, and *Night Beat.*

Four Star Productions is owned by Dick Powell, Charles Boyer, David Niven and Don W. Sharpe. In line with expanded activities, the company has exercised its options on Production Manager Lloyd Richards, Chief Cinematographer George Discant, Film Editor Bernard Burton, Story Editor Coles Trapnell and other key personnel.

## Jesuit Tv Films Set For Showing in 35 Cities

A SERIES of eight 15-minute films, *The Social Reign of the Sacred Heart,* is set for release in 35 major cities within two weeks. The program is to be premiered June 17 on KTVI (TV) St. Louis, the station said.

Eugene P. Murphy, S.J., telecast director for the Society of Jesus, St. Louis, will moderate the initial program, "Who Is the Sacred Heart?" A second series of eight, now under production, will discuss *Communism—Hell's Threat to Humanity,* according to KTVI.

KTVI said it is expected that more than 100 stations throughout the country will be carrying the Sacred Heart telecast by the end of 1955. Among the first cities will be Boston, Springfield, Mass., Portland, Me., Atlanta, St. Paul, and five Canadian outlets.

## Burnett Plan Would Cut Cost of Commercial Prints

A PLAN designed to cut substantially the cost of tv film commercial prints—to advertising agencies and their clients alike—has been developed by Leo Burnett Co. in collaboration with Modern Talking Picture Service Inc.'s tv

division, the Chicago agency has reported.

The plan was finalized in Burnett's New York office and calls for standardized inspection of all tv film prints and centralized ordering and shipping "at low rates." The agency would place the service at the disposal of other interested agencies and advertisers through Modern.

With standardization, the hope is that centralized operation will hold down agency overhead and cut clients' budgets for video film commercials, perhaps in half.

## Skinner Leases Westfilm

CHARLES E. SKINNER Productions Inc. has taken a four-year lease on Westfilm Studios, Hollywood, formerly known as Ted Allan Inc. The producer, who in New York was associated with NBC-TV's *Big Story*, this month starts shooting *Sergeant Preston of the Yukon*, which is scheduled for fall telecasting on CBS-TV for Quaker Oats. Another series in preparation is *Riders of the Pony Express*.

Associated with Mr. Skinner are Tom Curtis, formerly with Jam Handy, studio manager and production supervisor; Al Kelly, with Jerry Fairbanks Inc., associate producer and director of the commercials division; Raymond J. Rand, general manager of Charles E. Skinner Productions in New York, who shifts to Hollywood in the same capacity. Studio address is 6226 Yucca St.

## McHenry to ATV Film Post

MURPHY McHENRY, Transfilm Inc. account executive, has been appointed sales promotion manager of ATV Film Productions Inc., New York, Mickey Schwarz, ATV's president, is announcing today (Monday).

Mr. Schwarz said Mr. McHenry's appointment is the first step in a business expansion program. Before his association with Transfilm, Mr. McHenry was executive vice president of Productions on Film Inc., Cleveland.

### FILM SALES

**Ziv Television Programs,** N. Y., reports *Mr. District Attorney* film series renewed for second year in 93% of original markets. Series now presented in 147 markets.

**NBC Film Div.,** N. Y., announces sales of *Badge 714* to WMBR-TV Jacksonville, Fla., WALA-TV Mobile, Ala., WBRC-TV Birmingham, Ala., and KTBS-TV Shreveport, La.; *Victory at Sea* to KTBS-TV and KVAR-TV Phoenix, Ariz.; *Hopalong Cassidy* (one hour) to KTBS-TV and WSM-TV Nashville.

### FILM PEOPLE

**W. Robert Rich,** formerly program director, WPIX (TV) New York, appointed general sales manager, tv div., Associated Artists Productions, N. Y.

**Richard C. Robbins,** formerly manager, Television Film Productions, Columbus, Ohio, named head, sponsored film div., Ideal Pictures Inc., Chicago.

**Frank Brill,** field supervisor, MCA-TV, N. Y., appointed assistant eastern sales manager.

**Ray Jones,** chief booker, Interstate Circuit Inc., Dallas, resigns effective July 1 to open tv booking office, Tv Southern Booking Service, 604 Melba Theatre Bldg., Dallas, offering tv stations motion pictures.

## — PROGRAM SERVICES —

## Gen. Teleradio, NBC Film Sign New Pacts with INS

NEW agreements have been reached by International News Service with General Teleradio and NBC Film Division.

In the General Teleradio pact, INS will provide its wire service to Don Lee Radio Division, extend to MBS rights for full network use of the service and supply INS-Telenews daily news film to three GT tv stations: WNAC-TV Boston, WGTH-TV Hartford and WHBQ-TV Memphis.

Under the NBC agreement, the NBC Film Division is discontinuing syndication of its *Weekly News Review* with the Telenews *Weekly News Review* being made available to all present NBC clients. INS-Telenews has been supplying its syndicated *Daily News* and *Weekly News Review* in more than 110 markets. NBC Film Division sometime ago had discontinued its own daily news service.

The General Teleradio-INS contract extends INS' service to 52 Don Lee stations in six western states, and to the more than 500 Mutual stations, including the Yankee Network in New England, already an INS subscriber.

### PROGRAM SERVICE PEOPLE

**Harry F. Landon,** formerly with ABC guest relations and promotion depts., appointed vice present, Omlsted Sound Studios, N. Y., in charge of all sales, service and promotion activities.

**Walt Heebner,** vice president and general manager, custom services dept., Capitol Records Distributing Corp., Hollywood, transfers to New York in same capacity; **Tom Mack,** formerly artist and repertoire assistant director and head of modern jazz repertoire, Decca Records, Hollywood, named western sales manager, custom service dept, CRDC.

**Jerry Cotter,** former tv research director, National Legal Aid Assn., to John Rust Productions (package firm), N. Y., as associate.

**Charles Mercer,** feature writer and reporter, Associated Press, named AP tv-radio columnist, effective July 3, succeeding **Wayne Oliver,** who has resigned to become executive editor, *Television* magazine [B•T, May 30].

**Vic Rowland,** formerly public relations director, KONA (TV) Honolulu, named press relations manager, Capitol Records Inc., Hollywood, also serving as editor, *Music Views*, magazine published by Capitol Publications Inc.

## OIIC Furnishes Facts

AS PART of its annual Press Project to impress upon the nation's news media the key facts about the oil industry, the Oil Industry Information Committee of the American Petroleum Institute, New York, is distributing to radio and tv stations a package of informational material. This includes a booklet, "Press Conference on Petroleum," designed for radio and tv newsmen, which poses five questions and supplies answers to clear up misconceptions about the oil industry; a pattern radio or tv feature script based on the five questions, and a radio or tv interview, based on these questions. Further information may be obtained from OIIC at 50 W. 50th St., New York 20, N. Y.


FOOD SALES IMPACT!
Where it counts in Western New York

**Over 454,000 Cookbooks Sold in Food Stores**

WHAM Radio has proven itself the lowest cost medium to sell food and allied food products to the rich Western N. Y. market covered completely by WHAM and only WHAM.

When WHAM Radio exclusively sold nearly half a million cookbooks, which was double the promoters' original estimate, the food industry knew they had found a vehicle to carry their sales story to Western N. Y.

**Western New York A $415,637,000* Food Market**

The best recipe for getting your share of the 20 county market that spent an estimated $415,637,000 for food in 1954* is WHAM Radio.

Low cost per thousand homes makes it economically sound for any food advertiser to use WHAM Radio.

**Sales Management Survey of Buying Power, 1954*

**Rochester the Heart of a Double Market**

Long recognized as a first-class test-city, Rochester is the hub of a market that comprises 22 rich New York counties. The average net effective buying income is higher than the national or state average.

**Morning-Noon and Night WHAM Sells Western N. Y.**

In every Western New York village and town . . . and on the farms, too, sales messages for all kinds of products and services go out to the more than a million and a half people who live, work and spend their money here.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

# $500 COLOR TV READIED BY CHROMATIC

**Demonstration of set will be held in few months, Balaban tells Paramount stockholders. Lawrence single-gun color tube will be utilized.**

"WITHIN the next few months" Chromatic Television Labs will demonstrate color television sets which can be manufactured and sold to the public "at less than $500," Barney Balaban, president of Paramount Pictures Corp., part owner of Chromatic, told Paramount stockholders last week (also see story, page 93). He said this cost could be achieved through use of the Lawrence single-gun color tube, developed by Chromatic.

Mr. Balaban also reported that the 10½-acre motion picture studio in Hollywood, which the company has purchased, is proving to be a valuable investment. The company's KTLA-TV Los Angeles, he said, already has moved to this location and now is operating profitably. In addition, Mr. Balaban said, the company has leased space on the lot to the Motion Picture Exhibition and is remodeling and equipping stages there for the purpose of renting them for tv film production.

Consolidated net earnings of Paramount Pictures Corp. for the first quarter of 1955 were reported at "more than double" those in 1954, with the current period figure amounting to $2,850,000 as compared with $1,404,000 last year. Quarterly dividends were listed at $1.31 per share this year and $0.63 per share last year.

## Radio, Tv Set Sales Show Increase Over 1954

RETAIL SALES of radio and tv receivers showed a marked increase during the first four months of 1955 as compared to 1954, according to Radio-Electronics-Tv Mfrs. Assn.

Radio sales (excluding auto sets which go direct to factories), totaled 367,841 sets in April compared to 427,911 in April 1954. Four-month radio sales, however, totaled 1,609,182 for the four months of 1955 compared to 1,487,247 a year ago.

Sales of tv sets in April totaled 411,748 units compared to 371,720 for the same 1954 month. The four-month 1955 sales totaled 2,355,740 tv sets compared to 2,145,147 in the same 1954 period.

April radio and tv sales declined seasonally from March, a five-week reporting month.

Average weekly sales of tv picture tubes increased in April, with a four-month total of 3,427,805 tubes compared to 2,690,519 in the same 1954 period. Sales of receiving tubes totaled 152.7 million units in the first four months of 1955 compared to 106 million in the 1954 period.

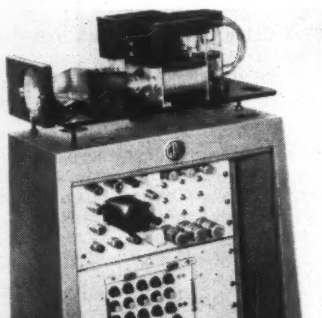
## GPL Announces New Color Film Chain

GENERAL Precision Labs, Pleasantville, N. Y., has announced development of a new color film chain which emphasizes compactness and simplicity of operation.

The chain fits into four units, everything needed for studio pick-up of color motion picture film and slides for broadcast, GPL said. Called the GPL three-vidicon color film chain, Model PA-520, it consists of a camera head and pedestal, a control console and a monitoring unit mounted side by side, and a mounting rack that houses the video amplifier chassis and power supplies.

Maximum stability of optical registration has been achieved, the company reports. All the equipment has been aligned at the factory and should remain so indefinitely except for realignment necessitated by replacement of a vidicon, which may be done quickly and easily, the report continued.

Two sets of independent gain controls for each of the three colors are provided on the control console enabling one control group to be pre-set ready to take over when there is a rapid shift to film with appreciably different color balance.



THIS IS General Precision Labs' recently-developed three-vidicon color film chain, model PA-520, which the firm says is especially compact and simple to operate. A field lens and filtering system for each channel are mounted on the camera head.

## G&I Div. of Philco Names 3 to New Posts

APPOINTMENT of James D. McLean as vice president of the Government and Industrial Div. of Philco Corp. with responsibility for coordination of all division activities was announced last week by Joseph H. Gillies, Philco vice president in charge of manufacturing and general manager of the division. Mr. McLean was previously vice president-sales of the division.

At the same time Mr. Gillies announced Marshall A. Williams has been named the division's general sales manager. Mr. Williams formerly was regional manager in G&I's Los Angeles office. He will have responsibility for the sale of Philco's products to government and industry.

D. B. McKey succeeds Mr. Williams as regional manager in Los Angeles. He formerly was microwave sales manager for RCA and head of his own consulting engineering firm.

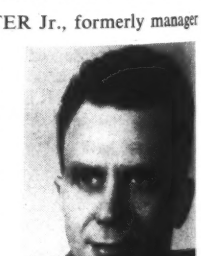
## Bonfig Elected CBS Inc. Vice President-Director

ELECTION of Henry C. Bonfig, president of CBS-Columbia, as a vice president and director of CBS Inc. was announced last week at a board of directors meeting. At the same meeting, Seymour Mintz, former president of CBS-Columbia, resigned as a vice president and director of CBS.

Mr. Bonfig was named president of CBS-Columbia, the television and radio manufacturing division of CBS, succeeding Mr. Mintz, on May 18 [B•T, May 23]. Previously, Mr. Bonfig had been vice president and sales director of Zenith Radio Corp. and before that was commercial vice president of RCA.

## McAllister Promoted at GE

JOHN F. McALLISTER Jr., formerly manager of product planning at General Electric, has been named manager of engineering for GE's radio-tv dept., Herbert Riegelman, the department's general manager, has announced.



MR. McALLISTER

Mr. McAllister, with GE since 1939 and with the radio-tv dept. since 1951, will handle the design and development of all GE radio and tv receivers.

## RCA Shows New Tv Receivers

RCA VICTOR last week unveiled in New York a new line of 25 tv receivers highlighting innovations in styling and featuring two basic models of color sets priced at $795 and $895. The sets, which eliminate visible controls from the front of the receivers, were shown Wednesday to distributors and sales executives.

RALPH E. MOODY, board chairman of Union Electric Co., St. Louis, flips the switch of the new General Electric transmitter that boosts ch. 36 KTVI (TV) there to 500 kw power. Participating in the May 31 ceremonies are (l to r) Harry Tennenbaum and Paul E. Peltason, co-owners of KTVI; Mr. Moody, and Raymond R. Tucker, mayor of St. Louis. The power provided by the new GE transmitter has brought reports of an excellent picture from viewers as far away as 110 miles, according to the station.

## Muntz Plan Gets Setback

TRUSTEE PLAN for reorganization of Muntz Tv Inc., set manufacturer, and two subsidiaries, has been held by the Securities & Exchange Commission to be "not feasible," it was reported last week. The governmental agency reportedly advanced this view in a communication to Federal Judge Win G. Knoch, who has been hearing the case in Chicago.

The commission was reported to have told Judge Knoch that the proposed debt to be assumed by the reorganized firm would be too high a ratio of the indicated value to the company. It would amount to $5.6 million, or $700,000 more than its proposed assets. Hearing was indicated shortly on the commission's report.

## McCallum Heads GE News Unit

GENERAL ELECTRIC Co., Schenectady, has established an electronic tube news bureau and appointed Stephen E. McCallum editor in charge. The tube department news bureau will be a public information outlet for the company's seven electronic tube factories.

Mr. McCallum, former newspaperman, has been with GE for the past two years as editor of the *G-E Ham News*.

### MANUFACTURING SHORTS

**Studio Television Products Sales Corp.,** N. Y., announces availability of new camera dolly, Model PN6-33B, especially designed for large color tv cameras. Unit, with pneumatic-balance operation, incorporates closed-air system reservoir and has camera mount located on piston which rides in cylinder on cushion of compressed air. With 33-in. wheel base and wide steering guide, unit will support additional color camera load, and encircling reservoir provides storage space for excess air when camera is at lower heights. Rotatable base permits 360° steering.

**Hy-Lite Antennae Inc.,** N. Y., is producing new fringe area, all-band tv antenna assuring gain comparable at least to five element Yagi and with extreme high front to back and rear signal rejection, according to company. Firm says unit lends itself to natural use in rotators where rotating is required.

**Newark Electric Co.,** Chicago, announces purchase of Acorn Radio & Electronics, Inglewood, Calif., to be operated as wholly-owned subsidiary.

**Motorola Inc.,** Chicago, has announced start of construction on new plant in Quincy, Ill., slated for completion early in 1956. Plant will consolidate people and activities now located in four buildings there.

**Emerson Radio & Phonograph Corp.** and subsidiaries, Jersey City, N. J., announce consolidated net profit for 26-week period ended April 30 was $1,111,981 after taxes, compared to $945,515 for corresponding period last year. Net profit for current period equal to $.57 per share on 1,935,715 shares outstanding, against $.49 per share on same number for period ended May 1, 1954.

**Television Utilities Corp.,** New Hyde Park, N. Y., has announced production of new "private eye" pulse cross monitor designed for color or monochrome broadcasting for use in master control rooms and remote studios. Monitor checks number of equalizing pulses, sync generator wave-forms including front to back porch, remote and local sync and provides continuous check on operations even with "genlock" types of sync generator locking devices, company says.

### MANUFACTURING PEOPLE

**Andrew H. Bergeson,** Washington consulting engineer with Stromberg-Carlson Co., Rochester, N. Y., elected vice president-engineering.

**Commodore A. J. Spriggs,** USN ret., former director of electronics, Office of Chief of Naval Operations, Washington, to Packard-Bell Co. (radio-tv, electronics), L. A., as vice president.

**John F. McAllister Jr.,** product planning manager, radio-tv dept., General Electric Co., Syracuse, N. Y., appointed radio-tv engineering manager.

**Allen E. Byers,** formerly communications sales manager, Graybar Electric Co., Detroit, ap-


*proof positive*

**WCUE**

*now* **FIRST**

*in* **AKRON**

*latest Hooper ratings*
March-April 1955

| SHARE OF RADIO AUDIENCE | Mon. thru Fri. 8:00 A.M.-12 Noon | Mon. thru Fri. 12 Noon-6:00 P.M. |
|---|---|---|
| WCUE | 32.2 | 32.7 |
| Station B | 29.5 | 28.3 |
| Station C | 27.0 | 21.6 |
| Station D | 4.2 | 9.3 |

**Wcue** . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

## MANUFACTURING

pointed general manager, Waveforms Inc. (communications electronic test instruments), N. Y.

**W. P. Ready,** former general sales manager, National Co. (communications receivers), Malden, Mass., appointed general sales manager, Wallace's Telaides Inc., Jamaica Plain, Mass.

**J. L. Albers,** distribution manager, Capehart-Farnsworth Co., Fort Wayne, Ind., promoted to merchandise manager.

**Isaac Naeye,** Philco Corp., Phila., named assistant treasurer; **John L. Esterhai** appointed assistant secretary.

**I. John Billera,** vice president and treasurer, U. S. Industries Inc., N. Y.; **Henry W. Hoaglund,** vice president, American Research & Development Corp., Boston, and **Barrett Wendell,** vice president, Lee Higginson Corp., Chicago, elected directors, Magnecord Inc. (tape recorders), Chicago.

**Edgar C. Dunn,** internal auditing manager, Sylvania Electric Products Inc., N. Y., appointed manager, Sylvania data processing center, Camillus, N. Y., expected to be in partial operation by first of next year.

**William T. Saxon,** employment supervisor, San Leandro, Calif., plant, Chrysler Corp., appointed employment supervisor, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

**Lee A. Ellis,** photographic and art services manager, technical writing section, publications facilities and instruction manuals, equipment engineering div., Raytheon Mfg. Co., Waltham, Mass., appointed manager, art and photography, public relations department.

**John J. Hemberger,** field sales manager of distributed products, engineering products div., RCA, Camden, N. J., appointed administrator, black-and-white picture tube sales in distributor markets.

**George G. Barker,** Raytheon Mfg. Co., Waltham, Mass., appointed technical editor, public relations dept.; **Robert Culter,** chairman of board, Old Colony Trust Co., Boston, elected Raytheon director.

**Lillian Sloan** to newly-formed Trav-Ler Home Institute (Div. of Trav-Ler Radio Corp., Chicago), as director. Unit set up to handle two-year research-education program through public relations and advertising in all media.

**Robert L. Gaines,** formerly sales engineer, instrument div., Allen B. DuMont Labs, Clifton, N. J., named assistant director, international div.

**Abner G. Budelman,** spare parts sales manager, mobile communications dept., Allen B. DuMont Labs, Clifton, N. Y., died May 30 after long illness.

## EDUCATION

# Northwestern, NBC Set Summer Tv Institute

PROFESSIONAL on-the-spot training for selected students, with credits for instruction in various phases of television, will be offered for six weeks by NBC and Northwestern U. during the 14th annual Summer Television Institute starting June 21.

Three courses good for nine quarter hours university credit and a special internship course in tv production carrying another nine quarter hours will be offered to a limited number of students with some prior experience in broadcasting or advertising.

The regular courses cover television station operation, directing techniques and production procedures, with top station executives as instructors. Many classes will be held in NBC Chicago studios at the Merchandise Mart.

A series of lectures will be given each week by station managers, agency personnel, film producers and other specialists in television and related fields.

Qualified students will spend 30-40 hours each week in operational functions at WNBQ (TV) and in study and discussion periods under the internship plan.

Judith Waller, public affairs and education director of NBC Central Div., and Donley Fedderson, chairman of NU's radio-tv department, will serve as co-directors of the institute.

Among scheduled speakers and instructors so far are: George Hienemann, program manager, WNBQ-WMAQ Chicago; Alan Beaumont, NBC Chicago network program manager; Henry T. Sjogren, assistant general manager, WNBQ-WMAQ; Edward R. Hitz, vice president in charge of NBC Central Div. tv network sales, and Peter A. Cavallo Jr., radio-tv-film director, J. Walter Thompson Co., Chicago.

## Baptist Workshop Scheduled

RADIO-TV WORKSHOP of the American Baptist Assembly will be held June 25-July 2 in Green Lake, Wis., in conjunction with the assembly's 12th season of camps and conferences, this years scheduled from June 16-Sept. 3.

Featured at the radio-tv workshop will be Albert Crews and Ben Wilbur, executives of the Broadcasting & Film Commission, National Council of Churches; Mrs. Albert Crews, professional script writer; Dr. Clayton Griswold, executive director of radio-tv, Presbyterian Church, U. S. A., and Roy I. Madsen and Lois Anderson, radio-tv dept., American Baptist Convention.

### EDUCATION SHORTS

**New School for Social Research,** N. Y., will present three courses in publicity and communications and "Institute on Educational Publicity and Public Relations" in summer session beginning June 20.

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
•Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
•Beats Network Station B Twelve Times!
•Beats Indie Station B Twelve Times!
•Beats Network Station C Twelve Times!
•Beats All Other Stations Combined Twelve Times!
•Beats Indie Station A Twelve Times!
BILL PIERCE . SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.
*November 195-


## PROFESSIONAL SERVICES

# Merger-Expansion Announced By Two Monitoring Services

MERGER of Broadcasters Advertisers Reports Inc., Darby Pa., and Reid Reports, Los Angeles and San Francisco, has been announced by Phil Edwards, BAR president, and Alice Reid, director of Reid Report. Both firms provide monitored commercial reports directly off the air. The services henceforth will be published by Broadcast Advertisers Reports Inc.

The move is designed to insure the expansion of the BAR monitoring concept by the immediate establishment of a full production-service facility in Los Angeles. BAR currently services 10 cities, and it is planned to extend monitoring on a regular basis to Denver and St. Louis as well as Los Angeles and San Francisco. BAR's goal is to provide service in 30 markets by the end of 1955.

Several months ago the A. C. Nielsen Co. announced it had an option to purchase BAR, but a spokesman last week told B•T that Nielsen had permitted the option to expire.

## Calif. Copyright Group Set To Study Problems, Practices

FORMATION of California Copyright Conference, non-profit organization to inform membership of copyright problems and practices, was announced in Hollywood last week.

Elected at the group's first meeting were Stephen Pasternacki, Pasternacki Music Service, president; Robert Marks, E. B. Marks Inc., vice president; Carl Hoefle, Song Ads Co., treasurer; Luisa Field, formerly with Capitol Records, secretary, and Martin Hubble, music clearance dept., ABC Hollywood, assistant secretary.

Among directors are attorney Gerry Kales; Bernard Brody, music clearance head, Guild Films Inc.; Del Porter, Song Ads Co., and Richard Kirk, BMI attorney.

### PROFESSIONAL SERVICE PEOPLE

**Walter L. Emerson,** formerly legal counsel, NBC Chicago, has become associated with John B. Moser and Thomas H. Compere in legal firm Moser, Compere & Emerson, headquartering at 360 N. Michigan Blvd., Chicago 1. Mr. Moser is former counsel for ABC.

**Martin E. O'Shaughnessy,** opens tv-radio-publishing consultant office, with emphasis on analysis and diagnosis of program costs, ratings, promotion and publicity. Headquarters in Suite 1107, 203 N. Wabash Ave., Chicago 1; tel.: State 2-6404.

**Arthur Croghan,** former owner of KOWL Santa Monica, Calif., to Jack Stoll & Assoc. (radio-tv station broker), Hollywood.

### PROFESSIONAL SERVICE SHORTS

**Reynolds Metals Co.,** Richmond, Va., appoints Ursula Halloran & Assoc. (public relations), N. Y., to represent following tv properties on NBC-TV: *Remember—1938,* black-and-white spectacular on June 19 only; *Do-It Yourself* series, starting June 26, and *Frontier* series, beginning on Oct. 2 under production supervision of Worthington Miner.

# Awards Conferred At AFA Convention

AWARDS played a prominent part in last week's AFA Golden Jubilee Convention in Chicago (separate story, this issue).

Joan Gardner, promotion and publicity director, St. Louis Fashion Creators, was named "Advertising Woman of the Year" and honored for having contributed most to the growth and stature of advertising.

Judy Huhta, South High School of Denver senior, was selected winner for her essay in the AFA annual high school essay competition—"How Advertising Affects Our Lives."

Twenty-four advertising clubs were cited for "outstanding advertising club achievement" in programs on education in advertising, public service through advertising and public relations for advertising."

NARTB President Harold E. Fellows was one of the five members of the club awards committee. Plaques were presented to representatives of winning clubs Tuesday, with Bert S. Gittins, Bert S. Gittins Adv., Milwaukee, and AFA vice president, presiding over the ceremonies.

# 19 Women Get 'Lulu' Awards At Frances Holmes Luncheon

THE NINTH Annual Frances Holmes Awards Luncheon, sponsored by Los Angeles Adv. Women Inc., presented 19 golden "Lulu" statuettes at the Ambassador Hotel June 5.

Among the winners: Mary Mewhirter, copywriter, Erwin, Wasey & Co., Los Angeles, radio first award for Carnation fresh milk and ice cream jingle; Margee Phillips, associate news editor, KBIG Avalon, Calif., radio second award for Von's Grocery Co.; Fran Harris, partner, Harris-Tuchman Productions, Hollywood, tv commercial first award for Standard Oil of Texas (Chevron gasoline); Marion Sternbach, copywriter, Dan B. Miner Co., Los Angeles, tv commercial second award for Interstate Bakeries Corp. (Weber's bread). Miss Harris, for the third consecutive year, won the commercial film first award with a 20-minute color film for Shipstads & Johnson Ice Follies.

The contest, open to advertising women in the 11 western states and British Columbia, was judged this year by Winifred Waring, fashion and sales promotion manager, J. W. Robinson Co.; Robert M. Crosby, staff supervisor of sales promotion materials, Southern California Gas Co.; Gil Evans, advertising manager, Southwest Steel Rolling Mills; Kai Jorgensen, executive vice president, Hixson & Jorgensen Inc., and Frank Rice, publicity director, Bullock's Downtown.

## NBC Picks Winner

LAWSON DEMING, program manager of WTAM Cleveland, has been selected winner of a contest to determine high quality radio programming by an NBC-owned station. Charles R. Denny, vice president of the NBC-owned stations and NBC Spot Sales, said Mr. Deming's presentation on WTAM's programming achievements had indicated the "most progressive and salesworthy campaign" of all competing NBC-owned stations. The prize is an expense-paid vacation in Bermuda for Mr. and Mrs. Deming.

MINUTE MAN AWARD of the U. S. Treasury Dept. is presented to the radio-tv industry for "its 14 years of outstanding public service in the promotion of savings bonds." W. Randolph Burgess (l), Under Secretary of the Treasury for Monetary Affairs, presents citation to Harold Fellows, NARTB president [B•T, June 6].

## AWARD SHORTS

**Edward J. Noble,** chairman of finance committee, AB-PT, and Samuel I. Newhouse, newspaper publisher and station owner, presented honorary Doctor of Laws degrees from Syracuse U.

**Elmer Peterson,** news commentator, NBC Radio and KRCA (TV) Los Angeles, presented certificate from National Federation of Federal Employes for "continued objective, honest, comprehensive news reporting."

**New York U.** presented Gold Good Citizenship Medal from Sons of American Revolution, N. Y. chapter, for presentation of tv series, *America in the Making*, in cooperation with WCBS-TV New York.

**Jimmy Capps,** m.c., *Our Best to You*, WPTF Raleigh, N. C., honored by North Carolina State College as "Agromeck" for "outstanding program of its type for this year."

**Mig Figi,** general manager, WAUX Waukesha, Wis., awarded President Eisenhower Prayer Award in recognition of outstanding volunteer leadership in Treasury Dept.'s savings bond program.

**WOI-TV** Ames, Iowa, state college outlet, presented special citation from National Citizens Committee for Educational Tv for pioneering activity in educational tv.

**Sam Vidnovic,** sportscaster, WMCK McKeesport, Pa., honored by McKeesport Amvets Post No. 8 for outstanding sports announcing.

**Louise Morgan,** hostess, *Dear Homemaker*, WNAC-TV Boston, presented award from Good Handwriting Foundation of Washington, D. C., for "outstanding character, legibility and other refinements of good handwriting."

**Charles Martinez,** U. of Detroit senior and editor-in-chief of school's student-produced *News Report* over WJLB Detroit, presented Gold Mike award for "outstanding service to university in field of broadcasting."

**WTMJ-AM-TV** Milwaukee won five first place awards and special citation in 1955 annual awards for local programming from Milwaukee County Radio & Tv Council.

**Want a "sell-out" audience for your TV dollars? Then, it's time for a quick-change to WJAC-TV, the *1* station with a buying-minded audience in *3* Southwestern Pennsylvania markets! Hooper rates WJAC-TV:**

**FIRST in Johnstown**
(a 2-station market)

**SECOND in Pittsburgh**
(a 3-station market)

**FIRST in Altoona**
(a 2-station market)

**"Just the ticket" for sure sales is this 1 buy that covers 3 . . .**

**Ask your KATZ man for full details!**

## AWARDS

**Mary Morgan,** special features editor, CKLW-AM-TV Windsor, Ont. (Detroit), presented Woman of Year award from Soroptimist Club of Detroit.

**Uncle Tom Livezey,** program personality and conductor, *Uncle Tom's Melody Ranch,* WAEB Allentown, Pa., presented special citation from U. S. Navy for outstanding service to Navy recruiting drive in Allentown-Bethlehem-Easton area.

**WOKY** Milwaukee's *Jerry Bartell's Playtime* presented award from Milwaukee County Radio & Tv Council as "best locally produced radio program for young children."

**WLWC (TV)** Columbus, Ohio, presented special public service award from Columbus Auto Club in recognition of "freely giving the use of its facilities for the furtherance of traffic safety."

**KLZ-TV** Denver presented award for outstanding leadership in local religious telecasting from American Bible Society and Denver Council of Churches.

**Theodore Granik** cited in formal resolution of New York Mayor Robert F. Wagner last week for "distinguished and exceptional service" in producing *Youth Wants to Know* and *American Forum,* NBC Radio and NBC-TV presentations.

**Eric Sevareid,** news commentator, CBS Radio and CBS-TV, to be honored June 16 by metal products industry div., Joint Defense Appeal of American Jewish Committee and Anti-Defamation League of B'nai B'rith.

**Paul S. Armstrong,** general manager, Sunkist Growers, L. A., presented an alumni award for distinguished service by Michigan State College, East Lansing, Mich., one of five alumni ever so honored.

**Cleve Herman,** sports director, KRCA (TV) Hollywood, received special plaque from Helms Athletic Foundation, L. A., for contribution to sports world and Southern California fishermen.

**National Assn. of Mfrs.** is presenting replicas of George Foster Peabody Award presented to it for *Industry on Parade* tv series to 243 stations carrying series.

## INTERNATIONAL

# CBC BOARD TO HEAR 5 TV, 5 AM BIDS

**June 24 meeting of CBC board of governors also will be asked to consider a frequency change and share transfers of 14 stations, with further hearings set on implementation of a regulation to ban simulated broadcasts of sports events.**

CANADA's northward expansion is reflected in a request for a television station license at Schefferville, Quebec, site of the Quebec-Labrador iron ore mining development, an area which was uninhabited only a few years ago. The Quebec North Shore & Labrador Railway Co. is asking for a tv license at this new mining town, for ch. 9 with 43 kw video, 22 kw audio and tower height of 85 ft.

This is one of five Canadian requests for new tv stations, to be heard at the June 24 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. CKRD Red Deer, Alta., is asking for a station on ch. 6 with 4.54 kw video, 2.27 kw audio and antenna 238 ft. above average terrain. Two applications are in from North Bay, Ont., both for ch. 10. One group of local businessmen, headed by G. A. Alger, is asking for a station with 28.5 kw video, 14.25 kw audio and antenna 459 ft. above average terrain. The second application is from a group headed by J. F. Grainger, for a station with 21 kw video, 12.5 kw audio and antenna 223 ft. above average terrain. At Timmins, Ont., J. Conrad Lavigne is asking for a station on ch. 6 with 18.5 kw video, 9.25 kw audio and antenna height 362 ft. above average terrain.

Power increases for existing tv stations are being asked by CHCH-TV Hamilton, Ont., ch. 11, to 100 kw video, 60 kw audio, with antenna 641 ft. above average terrain, and by CKCO-TV Kitchener, to 29.4 kw video, 14.6 kw audio, remaining on ch. 13, with antenna height to be increased to 928 ft. above average terrain.

New broadcast station licenses are being requested at Corner Brook, Nfld., by West Newfoundland Broadcasters Ltd. for 1 kw on 560 kc; at London, Ont., by F. Vincent Regan, for 5 kw on 1290 kc; at Swift Current, Sask., by Frontier City Broadcasting Co. Ltd. for 250 w on 1400 kc, and by Swift Current Broadcasting Co. Ltd. for a similar-sized station on the same frequency; at Weyburn, Sask., Phillip Bodnoff is asking for a 250-w station on 1340 kc.

A change in frequency is being asked by CKRD Red Deer, Alta., from 850 kc to 1440 kc with 1 kw. Standby transmitter license is being requested by CKCH Hull, Que., and broadcast pickup license by CJVI Victoria, B. C.

Share transfers are being asked by 14 stations, and change of ownership is being asked by three stations. The latter are CJKL Kirland Lake, CFCH North Bay and CKGB Timmins, all in northern Ontario and currently owned by Roy Thomson, newspaper and radio station chain operator, with head office at Toronto. The ownership change will give each of these stations to one of the Thomson children: CJKL to Mrs. Irma Jacqueline Elliott; CFCH to Mrs. Phyllis Audrey Campbell, and CKGB to Kenneth Roy Thomson, now president of the Thomson Co., owners of the newspaper chain. Operation would continue under Northern Broadcasting Co. Ltd. management, another Thomson operation.

The CBC board will also have further hearings on implementation of a regulation to ban simulated sports broadcasts to overcome abuses.

## E-H May Telerating Top 10 Places 5 Canadian Tv Shows

THE May Telerating report of Elliott-Haynes, covering four Canadian cities (Montreal, Toronto, Winnipeg and Vancouver) shows five Canadian tv shows among the top 10.

The leading 10 evening tv network programs in May, according to the report, were: *Jackie Gleason* 66.4; *Toast of the Town* 64.4; *Dear Phoebe* 46.9; *Studio One* 45.7; *Four Star Playhouse* 43.6; *Showtime* (Canadian) 42.8; *Holiday Ranch* (Canadian) 41.9; *On Camera* (Canadian) 41.5; *GM Theatre* (Canadian) 38.6, and *Pick the Stars* (Canadian) 37.1.

The report for eight markets covered in the May survey shows an overall drop in the average sets-in-use trend. The Montreal-English market dropped to 51.4 from 56.6; Montreal-French to 57.5 from 63.9; Toronto to 50.9 from 55.8; Winnipeg to 63.2 from 67.8; Ottawa to 61.2 from 65.8; Windsor to 50.0 from 54.7; Kitchener to 59.7 from 67.3 (March), and Vancouver to 57.1 from 60.2.

## Canadian Radio Group Sounded Out on Pay Tv

CHANGES in Canadian television regulations and legislation which would permit pay-see tv to enter Canada were intimated at the final session of the Parliamentary Radio Committee hearings at Ottawa on June 3. Revenue Minister J. J. McCann stated that there might be policy changes which would change the financing of the government's Canadian Broadcasting Corp. and that these changes might include pay-see tv.

Mr. McCann stated that government officials had looked into Telemetered television programming, but that the CBC would not use it. He reported to the committee that he had seen a demonstration of pay-see tv. (Famous-Player Canadian Corp., Toronto, has Canadian rights on a Telemetered programming system, and has an interest in two Canadian tv stations, CKCO-TV Kitchener, Ont., and CFCM-TV Quebec).

Mr. McCann felt that pay-see tv has practical possibilities for private stations and would allow them to feature sustaining programs without the CBC having to provide them as under present


GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

| | | |
|---|---|---|
| • Quincy, Illinois | 123 Hampshire Street | Baldwin 2-8202 |
| • New York City | 51 East 42nd Street | Murray Hill 7-7971 |
| • Washington, D. C. | 13th & E Streets, N. W. | Metropolitan 8-0522 |
| • Houston, Texas | 2700 Polk Avenue | Atwood 8536 |
| • Los Angeles, Calif. | 7501 Sunset Blvd. | Hollywood 2-6351 |
| • Atlanta, Georgia | 1133 Spring St., N. W. | Elgin 0369 |
| • New York, International Div. | 13 East 40th Street | Murray Hill 9-0200 |
| • Montreal, Quebec, Canada | Canadian Marconi Co. | Regent 8-9441 |

arrangements, whereby all Canadian tv stations must carry a percentage of CBC sustaining programs.

The closing session also heard from CBC Chairman A. D. Dunton that the current fiscal year, ending March 31, 1956, would see a deficit of $10,805,000, as compared to a surplus the last fiscal year of $4,256,000. Mr. Dunton stated that tv costs are expected to rise from $15,876,000 to $28,100,000, while revenues are expected to drop from $21,273,000 to $20,310,000. In radio, CBC also expects costs to go up from $13,200,000 to $14,100,000 and revenue to drop from $13,434,000 to $12,535,000. Much of the drop is expected to be in smaller revenue for the CBC from the 15% excise tax on radio and tv sets and components. It was estimated by one committee member that government grants and income from the 15% excise tax will amount to about $36,605,000 in the 1955-56 period as compared to $23,464,000 in the last fiscal year.

The Parliamentary Radio Committee also heard that there might be a Royal Commission appointed by the government to inquire into all phases of the broadcastng and telecasting field [B•T, May 30].

## Canadian Subsidiary Set Up by Screen Gems

AS A means of serving the expanding Canadian market, Screen Gems Inc., New York, last week announced the formation of Screen Gems of Canada Ltd. with offices in Toronto, Montreal and Vancouver.

Ralph M. Cohn, vice president and general manager of Screen Gems, said that with this move the new organization has absorbed a Canadian distribution company, Telepix Movies Ltd. All tv programs of Screen Gems, plus properties previously distributed by Telepix Movies, will be available through Screen Gems of Canada, Mr. Cohn said.

The new company will be headed by Lloyd Burns, general manager, and Joseph Dunkelman. The main office will be at 102-108 Peter St., Toronto.

EXPANSION is the keynote of this get-together signaling the formation of Screen Gems of Canada Ltd., new tv subsidiary of Columbia Pictures Corp., which will handle exclusively all programs of Screen Gems Inc., New York, and all properties previously distributed by Telepix Movies Ltd. Sealing the agreement are Lloyd Burns (l), formerly of Telepix and one of the heads of the new company, and John H. Mitchell, vice president in charge of sales, Screen Gems Inc.

# CBC SHOWS SURPLUS LAST FISCAL YEAR

IN A REPORT to the Canadian Parliament on June 2, Canadian Broadcasting Corp. showed an operating surplus of $4,256,000 for the fiscal year ending March 31, 1955. Gross revenues were $34,707,000, and gross expenditures $29,106,000. Deducted for depreciation was $1,345,000.

The surplus was on the television operations, amounting to $4,562,000, while radio operations showed a deficit of $306,000. Tv income was up about $8,200,000 over the previous year, while expenses were higher by $8,500,000. Revenue from the 15% excise tax on sale of tv sets was up by about $6,000,000 to $16,960,000. Commercial broadcasting and tv revenues were up from $1,334,000 to $4,156,000.

Television income was reported as $21,273,000 and expenses were $15,876,000, with $835,000 being deducted for depreciation. In radio operations, income was $13,434,000 (government grant and 15% excise tax on radio sets and tubes plus commercial programs), while expenses totaled $13,230,000.

CBC chairman A. D. Dunton reported to the Canadian Parliament that tv and radio set sale revenue, as shown by the 15% excise tax, would be down this year by nearly $1,500,000, due to lower prices of receivers. Accordingly, CBC anticipated using up most of its present surplus to meet 1955-56 operating costs.

## CBC-TV Gets 'Big 4' Rugby

ARRANGEMENTS have been completed between the Canadian Broadcasting Corp. and the Canadian Rugby Football Union for the televising of the Big Four football games in the fall. The announcement was made by E. L. Bushnell, CBC assistant general manager, and Vic Obeck, vice president of the Montreal Alouettes. Under the agreement the CBC tv network has full Canadian rights for televising all Big Four games, except that home games will not be telecast in home areas either live or delayed, and that no game will be telecast live in a city in which another Big Four game is being played.

## Canadian Tv Set Count

THE NUMBER of television receivers in use in Canada at the end of April was 1,406,822, according to tabulations of All-Canada Television and the Radio & Television Manufacturers Assn., both Toronto. Of the total, 735,936 are in the province of Ontario, 408,485 in Quebec province, 103,758 in British Columbia, 109,194 in the three prairie provinces and 49,449 in the four Atlantic Coast provinces.

### INTERNATIONAL SHORTS

**CKGR** Galt, Ont., has appointed Radio Time Sales, Toronto, as exclusive representative.

**CKLB** Oshawa, Ont., increased to 5 kw on 1350 kc June 1 and held formal opening for advertisers and advertising agency executives from Toronto and Oshawa areas.

**Canadian Assn. of Radio & Tv Broadcasters** has issued new rate cards for 128 radio stations and 19 tv stations. Book was being shipped to advertising agencies early in June to coincide with rate increases on most stations July 1.

### INTERNATIONAL PEOPLE

**Wally Rewegan,** commercial manager, CKGB Timmins, Ont., named manager, succeeding **Jack Pollie,** who leaves to start own station.


WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

Quad-City EMPLOYMENT is Up and Steady!
Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market of ¼ million people.
•
The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".
•
CBS FOR THE

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

## HOUR FILM TO HONOR KELLER

CBS-TV will present *Helen Keller in Her Story*, a one-hour film based on Miss Keller's life, on June 26 (5-6 p.m. EDT) in honor of her 75th birthday. The film will be introduced by Arthur Godfrey. Katherine Cornell will be the narrator. The film, produced for the American Foundaiton for the Blind by Nancy Hamilton, relates the life story of Miss Keller with Anne Sullivan Macy, who first found the way to reach the deaf-blind, and Polly Thompson, who has been Miss Keller's companion for 40 years. After its first network showing June 26, the film will be released for exhibition on tv or in motion picture houses around the world, with proceeds to be used for the establishment of a worldwide fund to help the deaf and blind.

## 'BEVERLY HILLS STORY'

FULL hour dramatic-musical documentary program revolving around the city of Beverly Hills, Calif., was presented on the Columbia Pacific Radio Network June 5. Entitled *The Beverly Hills Story* and hosted by Will Rogers Jr., the program featured interviews with noted residents of the community, dramatic sequences depicting the city's growth and musical interludes employing period songs. *The Beverly Hills Story* was co-sponsored by First Federal Savings & Loan Assn. of Beverly Hills and the city chamber of commerce.

## WKAR-TV FILMS FOR IRAQ

WKAR-TV East Lansing, Mich., the Michigan State College station, has announced plans for supplying a series of television films on agriculture to the government of Iraq, at the request of the U. S. Information Agency. The project involves 17 filmed programs originally shown on WKAR-TV and a primary tv training of visual materials developed by the National Project in Agricultural Communications, headquartered on the MSC campus. They will be extended to USIA on a three-month loanout, according to Dr. Armand L. Hunter, WKAR-TV director.

## KXXL AIRS ON AFD

KXXL Monterey, Calif., conducted a promotion campaign to promote Armed Forces Day on the Monterey Peninsula. Open house was held during the day by nearby Ft. Ord, Army Language School, Navy Post-Graduate School and the Coast Guard, where an approximate 50,000 personnel are stationed. KXXL taped interviews with officers of the different installations prior to Armed Forces Day and played them every half hour during the day. The two to five-minute spots were in the form of invitations to visit the events throughout the day and were timed so persons would get the most out of the visits. Interviews describing events and demonstrations of the day were also taped. The promotion culminated in the broadcast by the station of the Armed Forces Day Parade.

"She writes, 'I just bought a home advertised on KRIZ Phoenix, with a lovely rock garden'."

## Radio-Tv Thanked

VOTE of appreciation has been given radio, tv and other media by the Boy Scouts of America for vividly presenting the story of scouting.

A resolution adopted by the National Council at its 45th annual meeting in St. Louis last month "expresses . . . deep appreciation to all of the nation's newspapers, magazines, radio and television networks and stations, newsreels, motion pictures and advertising agencies which have helped to bring the story of scouting so vividly to the American people. . . ."

Arthur A. Schuck, chief Scout executive, further credits the all-time high in membership to the aid all public relations media have rendered.

## 'MUSICAL CHAIRS'

NBC-TV will launch on July 9 a panel-type program, *Musical Chairs,* which will be presented three Saturdays out of four from 9-9:30 p.m. EDT under the sponsorship of the S.O.S. Co., Chicago, through McCann-Erickson, New York; Lewis Howe Co., Chicago, through Dancer-Fitzgerald-Sample, New York; Johnson & Johnson, New Brunswick, N. J., through Young & Rubicam, New York, and Griffin Shoe Polish Co., New York, through Bermingham, Castleman & Pierce, New York. The program will feature Johnny Mercer, Mel Blanc and pianist Bobby Troup.

## MCA-TV TALENT HUNT

MCA-TV will conduct a nationwide talent search to find an 18-year-old boy to play the role of Tim in the forthcoming *Doctor Hudson's Secret Journal* tv film series. Five youths will be selected from areas throughout the country and flown to Hollywood where co-producers Brewster Morgan and Eugene Solow will give them screen tests to select the winner. MCA-TV is working out a tie-up with national television film magazines and local tv stations.

## STORY OF KAYGULL

STORY of KGUL-TV Galveston, Tex., is told in an elaborate brochure being distributed by the station. Kaygull, as the station is known in Galveston, is a story "mostly of people, 90-odd, devoting their entire time to television and television alone," says Paul Taft, president. The booklet, 17 pages long with a gull on the cover, includes illustrations and copy on the personnel and all phases of the station's operation. A special section, "This is Kaygull Promotion," is also featured.

## STORER EXHIBIT

OVER 350 advertiser and agency representatives attended Storer Broadcasting Co.'s first showing of its traveling promotion exhibit at the Hotel McAllister May 27 in Miami. The displays included station awards, merchandising, promotion, sales and audience promotion activities. Material for the exhibit, coordinated by Arthur C. Schofield, Storer advertising and sales manager, was prepared by promotion managers of Storer stations. Hosts at the Miami exhibit were Miller Babcock and Nick Kersta, WGBS-AM-TV Miami managing directors, respectively. The promotion will be displayed in all cities where Storer operates stations.

## PETRIFIED WOOD SENT

TO PROMOTE the "The Petrified Forest," *Producer's Showcase,* Kenyon & Eckhardt, the agency for co-sponsors RCA-Victor and Ford Motor Co., mailed out chunks of actual petrified wood from Petrified Forest in Winslow, Ariz. Sent along with it were a Winslow postcard, a brochure on the snake dance of the Hopi Indians, and a card announcing the television production on NBC-TV.

## KMO AIRS DEDICATION

DEDICATION of the Eisenhower Plaque at Ft. Lewis, Wash., was aired by KMO Tacoma, Wash., as part of its two-hour Armed Forces Day program. The plaque marks the home at Ft. Lewis occupied by the then Lt. Col. Eisenhower in 1941 and was donated by Tacoma citizens through the city chamber of commerce. Broadcasts from McChord Air Force Base, Gray Field and the Tacoma Naval Station also featured KMO's coverage of Armed Forces Day. There are approximately 70,000 military and civilian employes at nearby military installations with a total payroll of about $120,000,000 annually, the station reports.

## BLOSSOM THE COW

BLOSSOM the Alfalfa Cow, constructed of a round bale of hay and a cardboard head and tail, is selling milk across the nation during June, Dairy Month. The display is being distributed nationally for use on tv, in bank lobbies and in store windows by Allis-Chalmers Co., which manufactures the only machine, the Roto-Baler, which makes round bales. The display is being utilized as a tie-in without any identification or commercial message since the round bale is synonomous to "millions of farm people" with the firm, according to Bert S. Gittins Adv., A-C agency. It is also hoped the promotion will help relieve the dairy surplus and at the same time build goodwill for Allis-Chalmers.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

KENNETH MORTON (l), assistant general manager of KOOL-TV Phoenix, Ariz., confers with Joe Chaidez, art director of the station, before shipping 150 miniature moving vans to advertising agencies throughout the country to call attention to its new CBS-TV affiliation, effective June 16 [B•T, June 6]. KOOL-TV, owned by Gene Autry, was affiliated with ABC-TV until Feb. 28 of this year.

## QUAKER OATS AND BASEBALL

QUAKER OATS Co., cereal manufacturer and radio-tv advertiser, is cooperating with organized baseball in a campaign to stimulate attendance of youngsters at the nation's ball parks this summer. All major league teams, except the New York Yankees, and over 200 other clubs, including minor league teams, will honor free tickets for children 12 and under provided each is accompanied by a paying adult. Quaker is printing over 20 million tickets, to be enclosed in its Puffed Wheat, Puffed Rice, Muffets and Pack-O-Ten cereal packages.

## WOPA SETS A RECORD

WOPA Oak Park, Ill., claims credit for packing 4,000 dancers into Chicago's Aragon Ballroom—a new record—thanks to its Polka king, Li'l Wally and his Lucky Harmony Boys. The station described it as the largest polka dance at the ballroom in nine years and credits polka music popularity to some 200 monthly polka shows on WOPA. So popular was the attraction May 19 that it outdrew some of the nation's leading dance bands.

1st in Power and Coverage
1,000,000 WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

## WNAX COOKING SCHOOLS

MORE than 10,750 fans of *Your Neighbor Lady* from five states overflowed into four auditoriums in Huron, Aberdeen, Mitchell and Sioux Falls, S. D., where WNAX Yankton, S. D., conducted Kitchen Karnival cooking schools, according to the station. The schools featured Wynn Speece of *Neighbor Lady* demonstrating easy-to-fix summer recipes. She was assisted by George B. German, the station's "Inquiring Farm Reporter." Between demonstrations free gifts and shopping bags filled with food were given away. The events were staged through the cooperation of the local Frigidaire dealers, the Northwestern Public Service electric power company and the Sioux Valley Empire Electric Assn.

## ROLE OF THE PATHOLOGIST

LIVE telecast on the role of the pathologist was presented last week on NBC-TV's *March of Medicine*. The program, produced and sponsored by Smith, Kline & French Labs with the American Medical Assn., was the last of the spring series. The telecast dealt with an actual operation at Walter Reed Hospital in Washington on a suspected cancer patient whose tissue samples were rushed via a mile-long pneumatic tube to the Armed Forces Institute of Pathology where expert pathologists examined the sample and reported findings directly to the operating room. During the program, the "television microscope" was demonstrated. The show was also highlighted by a report on latest medical research and therapy as featured at the 104th annual meeting of the AMA in Atlantic City.

## KNX IS HOT IN L. A.

KNX Los Angeles is the hottest buy in town, says the station in a thermometer-promotion piece it is distributing. Basing its figure on the new Cumulative Pulse Audience survey for Los Angeles and Orange counties, the station reports it reaches 84% of all radio families in metropolitan Los Angeles each week and 45% in a single day. The attached thermometer has a special red marking at the 84° point to emphasize the station's claim. KNX also reaches far more people than either the leading newspaper in the city or any national magazine, the promotion says.

## TAPE-RECORDING IN A JET

ON BOARD the F-86A Sabrejet airplane flown by California National Guard Lt. John Conroy on May 21, in his record-breaking roundtrip flight from Los Angeles to New York and back again between sunrise and sunset of the same day, was a mini-tape recording machine installed by CBS Radio news department, Hollywood. Lt. Conroy was interviewed by KNX Hollywood newsman Bill Kenneally before his take off and the tape-recording was played on Mr. Kenneally's Saturday noon news broadcast. The tape-recording taken during the actual flight was played during Columbia Pacific Radio Network's *Sunday Newsdesk* program on the following day.

## IT'S KOLD IN YUMA

IN YUMA, Ariz., which regularly registers some of the hottest temperatures in the United States, Station Owner-Manager Jim Hawthorne practices a little applied psychology with his station's call letters. During breaks, listeners are told by announcers, "It may be warm where you are, but it's KOLD in Yuma."

## Visiting Dr. DuMont

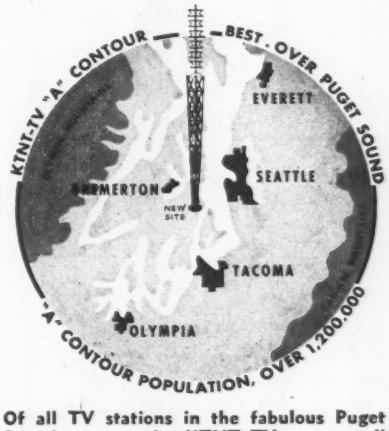
DR. ALLEN B. DuMONT, president of the Allen B. DuMont Labs Inc., will be one of the two featured guests on Ed Murrow's *Person to Person* program on June 17 (CBS-TV, 10:30-11 p.m. EDT). The program will "televisit" the DuMont family at their mountaintop home in Cedar Grove, N. J. The other guest on the program that evening will be Carol Haney, star of the Broadway musical comedy, *The Pajama Game*.

## 'LUTHERAN HOUR' MILESTONE

RECORDINGS of the 25th anniversary broadcast of the *Lutheran Hour* on MBS will be made available free to the general public, it was announced last week by Mutual. The anniversary broadcast was presented yesterday (Sunday). The program is sponsored by the Lutheran Laymen's League, St. Louis, through Gotham Adv., New York.

## SPORTSCASTER VIA HELICOPTER

VAN LANE, sportscaster on WDOK Cleveland, is using a helicopter to travel from sportscast to sportscast. Mr. Van Lane, whos does *Race of the Day* and *The Last Word in Sports* from the Thistledown racetrack, is flown by a helicopter of Cleveland Air Taxi Inc. to the baseball stadium of the Cleveland Indians to air his pregame *Knothole Club* show.

In SEATTLE, TACOMA and the PUGET SOUND AREA
IT'S KTNT TV CHANNEL 11 BASIC
CHANNEL ELEVEN
316,000 WATTS
Antenna Height,
1000 FT. ABOVE SEA LEVEL


Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all five* in its "A" Contour.
*Seattle, Tacoma, Everett, Bremerton, Olympia
KTNT-TV, Tacoma, Washington
ASK WEED TELEVISION

EVERETT MITCHELL (l), m.c. of NBC's *National Farm and Home Hour*, discusses farm broadcasting with W. B. Way, vice president-general manager of KVOO Tulsa, following Mr. Mitchell's address before the Tulsa Chamber of Commerce Public Affairs Luncheon last month. The following Saturday a portion of the *National Farm* show originated from KVOO.

## 'CENTRAL ALARM'

NEW weekly documentary series about the Los Angeles City fire department, featuring on-the-spot reporting of fires and other emergencies and told in the voices of firemen, victims and eyewitnesses, has started on KABC Hollywood. The program, *Central Alarm*, is narrated by Fire Inspector Robert Patterson. Inspector Patterson began tape-recording fires and emergencies for the department in 1950, with much of the material appearing on *Central Alarm*.

## CHECK FROM THIN AIR

WITH EVERY check sent out by WBBB-AM-FM Burlington, N. C., the station attaches a note of the same size proclaiming, "This check came out of thin air! . . . We are able to pay our bills only because radio advertising continues to pay those who use it. Of course it takes more than thin air to operate a radio station . . . to keep listeners informed and intertained. It takes all kinds of music, news, sports and special programs, and people like you to keep us supplied with services to keep on the air, so more people like you will listen to people like us. The more people who listen, the more people buy products advertised over the air, and the more people who buy, the more advertising we sell so that we can use more service from you and send you another check."



# Station Authorizations, Applications

## (As Compiled by B • T)

### June 2 through June 8

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)**

**FCC Commercial Station Authorizations**
**As of April 30, 1955 ***

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,704 | 522 | 134 |
| CPs on air | 13 | 17 | †319 |
| CPs not on air | 98 | 13 | 121 |
| Total on air | 2,717 | 539 | 453 |
| Total authorized | 2,815 | 552 | 574 |
| Applications in hearing | 127 | 3 | 180 |
| New station requests | 201 | 8 | 18 |
| New station bids in hearing | 69 | 0 | 127 |
| Facilities change requests | 142 | 9 | 38 |
| Total applications pending | 823 | 80 | 196 |
| Licenses deleted in April | 0 | 1 | 0 |
| CPs deleted in April | 1 | 0 | 4 |

*** Does not include noncommercial educational fm and tv stations.**

**† Authorized to operate commercially, but station may not yet be on air.**

* * *

**Am and Fm Summary Through June 8**

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,738 | 2,716 | 122 | 232 | 67 |
| Fm | 540 | 523 | 32 | 6 | 0 |

**Television Station Grants and Applications**
**Since April 14, 1952**

***Grants Since July 11, 1952:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 284 | 322 | 606 |
| Noncom. Educational | 17 | 18 | 35 |

***Total Operating Stations in U. S.:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 312 | 103 | 415 |
| Noncom. Educ. on air | 10 | 3 | 13 |

***Applications Filed Since April 14, 1952:***

| | New | Amend. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 966 | 337 | 745 | 540 | 1,285 |
| Noncom. Educ. | 58 | | 30 | 28 | 58 |
| Total | 1,024 | 337 | 775 | 568 | 1,344 |

**[1] One hundred-forty-four CPs (30 vhf, 114 uhf) have been deleted.**

**[2] One applicant did not specify channel.**

**[3] Includes 35 already granted.**

**[4] Includes 641 already granted.**

# ACTIONS OF FCC

## New Tv Stations . . .

### APPLICATION

**Orlando, Fla.—Orange County Bcstrs. Inc. (WABR)**, uhf ch. 18 (668-674 mc); ERP 20.9 kw visual, 12.6 kw aural; antenna height above average terrain 228 ft., above ground 250 ft. Estimated construction cost $88,736, first year operating cost $60,000, revenue $96,000. Post office address Box 7547, Orlando. Studio and transmitter location 222 Hazard St., Near Orlando. Geographic coordinates 28° 35' 18" N. Lat., 81° 32' 53" W. Long. Transmitter Continental, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Haley, Atlanta, Ga. Principals include Pres. **R. H. Gunkel Jr.** (40%), owner of WBOP Pensacola, Fla.; Vice Pres. **James H. Sawyer** (20%), and Sec.-Treas. **Carmen Macri** (40%), pres.-stockholder WOBS Jacksonville, Fla. Filed June 3.

### APPLICATIONS DISMISSED

**Orlando, Fla.—James Dandelake tr/as Orange Tv Enterprises.** FCC dismissed bid for new tv station on ch. 18 for lack of prosecution. Dismissed June 7.

**Roseburg, Ore.—Southern Oregon Bcstg. Co.** FCC dismissed bid for new tv station on ch. 4 at request of attorney. Dismissed June 2.

## Existing Tv Stations . . .

### ACTIONS BY FCC

**WMAL-TV Washington, D. C.—The Evening Star Bcstg. Co.** granted CP for ch. 7 to change ERP to 251 kw visual, 135 kw aural; antenna height above average terrain 500 ft. Granted June 3; announced June 7.

**KLFY-TV Lafayette, La.—Camellia Bcstg. Co.** granted STA to operate commercially on ch. 10 for 30 days pending filing of KLFY-AM field intensity measurements. Granted June 1; announced June 7.

**KTBS-TV Shreveport, La.—KTBS Inc.** granted mod. of CP for ch. 12 to change ERP to 100 kw visual, 69.2 kw aural; antenna height above average terrain 1,140 ft. Granted June 2; announced June 7.

**WNCT (TV) Greenville, N. C.—Carolina Bcstg. System Inc.** granted mod. of CP for ch. 9 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 860 ft. Granted June 2; announced June 7.

**KCJB-TV Minot, N. D.—N. D. Bcstg. Co.** granted mod. of CP for ch. 13 to change studio location to U. S. Hwy. 83, 1½ miles S. of city limits. Granted June 7.

### STATIONS DELETED

**KBIE-TV Sacramento, Calif.—John Poole Bcstg. Co.** FCC granted request for cancellation of CP for ch. 46 and deletion of call letters. Deleted May 31; announced June 7.

**WJTV (TV) Jackson, Miss.—Mississippi Publishers Corp.** FCC granted request for cancellation of CP for ch. 25 and deletion of call letters. Deleted May 31; announced June 7.

**KALA (TV) San Antonio, Tex.—W. W. Lechner d/b as Alamo Tv Co.** FCC deleted existing tv station on ch. 35 for lack of prosecution. Deleted June 7.

### CALL LETTERS ASSIGNED

**WESH-TV Daytona Beach, Fla.—Telrad Inc.,** ch. 2. Changed from WMFJ-TV.

ALLEN KANDER
*Negotiator*
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

**KBMB-TV Bismarck, N. D.—North Dakota Broadcasting Co.,** ch. 12.

**WREC-TV Memphis, Tenn.—WREC Broadcasting Service,** ch. 3.

## New Am Stations . . .

### ACTION BY FCC

**Mexico, Pa.—Lewiston Bcstg. Co. (WMRF-WLTN (FM) Lewiston, Pa.)** granted 1220 kc, 250 w daytime. Post office address 5 West Market St., Lewiston. Estimated construction cost $6,600, first year operating cost $24,000, revenue $30,000. Principals include Pres.-Treas. **J. S. Woods** (37½%); **T. W. Metzger** (12½%), and **Marjory W. Matthews** (25%). Granted June 8.

### APPLICATIONS

**Laguna Beach, Calif.—South Coast Bcstg. Co.,** 890 kc, 1 kw daytime. Post office address 295 Forest Ave. Estimated construction cost $18,135, first year operating cost $35,000, revenue $52,000. Principals include Pres. **Maurice D. Buchen** (25%), general manager KFSG Los Angeles; Vice Pres. **Donald K. Horton** (25%), engineer at KFSG; Sec.-Treas. **Arthur W. Bartell II** (25%), chemist, and **Bryant M. Harmon** (25%), insurance. Filed June 3.

**Lancaster, Calif.—Harold J. Brown & John J. Cawley d/b as Brocaw Bcstg. Co.,** 1380 kc, 1 kw daytime, directional. Post office address 3118 Gaverna Drive, Bakersfield, Calif. Estimated construction cost $24,666, first year operating cost $75,000, revenue $90,000. Principals include **Harold J. Brown** (80%), 51% owner KBIS and **John J. Cawley** (20%), physician. Filed June 3.

**Merced, Calif.—Ellsworth Peck & A. J. Krisik d/b as Merced County Bcstg. Co.,** 1250 kc, 500 w daytime, directional. Post office address Box 1112, Valleyjo, Calif. Estimated construction cost $27,836, first year operating cost $36,000, revenue $48,000. Principals include **Ellsworth Peck** (50%), and **A. J. Krisik** (50%), co-owners of KGYW Valleyjo, Calif. Filed June 6.

**Pueblo, Colo.—Frank Donald Hall,** 970 kc, 1 kw daytime. Post office address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $38,239, first year operating cost $36,000, revenue $42,000. Mr. Hall is former owner of KLIR Denver. Filed June 2.

**Douglas, Ga.—Radio Douglas Inc.,** 1450 kc, 250 w unlimited. Post office address % Donald H. Wingate, Box 55, Douglas. Estimated construction cost $19,500, first year operating cost $36,000, revenue $44,000. Principals include Pres. **Thomas H. Frier** (49%), publisher of *Douglas Enterprise*; Vice Pres. **Donald H. Wingate** (49%), employee of WAAG Adel, Ga.; Sec.-Treas. **Ruth C. Frier** (1%), and **Jean W. Wingate** (1%). Filed May 27.

**Lewiston, Idaho—Boyde W. Cornelison, Eugene A. Hamblin & John H. Matlock d/b as Lewis Clark Bcstg. Co.,** 550 kc, 500 w daytime. Post office address % Boyde W. Cornelison, Box 643, Lewiston. Estimated construction cost $17,900, first year operating cost $36,000, revenue $42,000. Principals include **Boyde W. Cornelison** (⅓), oil distributor; **Eugene A. Hamblin** (⅓), former employe KRLC Lewiston, and **John H. Matlock** (⅓), jewelry store. Filed May 27.

**Russell, Kan.—The Prairie States Bcstg. Co.,** 990 kc, 250 w daytime. Post office address % Melville Gleason, KAWL Building, York, Nebr. Estimated construction cost $9,836, first year operating cost $36,418, revenue $44,029. Principals include Pres. **Melville L. Gleason** (51%), Vice Pres. **William C. Whitlock** (24%), and Sec.-Treas. **Tommy L. Gleason** (25%). All are associated in ownership of KAWL York, Neb. Filed May 27.

**West Monroe, La.—Howard E. Griffith,** 1270 kc, 1 kw daytime. Post office address 3708 De Siard St., Monroe, La. Estimated construction cost $14,400, first year operating cost $38,000, revenue $33,000. Mr. Griffith is sole owner of KTLO Tallulah, La. Filed June 3.

**Kalispell, Mont.—D. Gene Williams & Delbert Bertholf,** 910 kc, 1 kw daytime. Post office address Realty Building, Spokane, Wash. Estimated construction cost $21,230, first year operating cost $41,000, revenue $57,000. Principals include **D. Gene Williams** (½), 51% owner KSPO Spokane, Wash., 25% owner KUTI Yakima, Wash., and 50% owner KOYN Billings, Mont., and **Delbert Bertholf** (½), 49% owner KSPO, 25% owner KUTI, and 50% owner KOYN. Filed May 27.

**Las Vegas, Nev.—Rainbow Inc.,** 1050 kc, 500 w daytime. Post office address 425 Fremont St. Estimated construction cost $20,340, first year operating cost $39,000, revenue $54,650. Principals include Pres. **Donald James Yellen** (40%), physicist, and Vice Pres. **Joseph J. Marandola** (60%), salesman-announcer KRAM Las Vegas. Filed June 1.

**Horseheads, N. Y.—Frank P. Saia, Emmagene S. Saia & Anthony P. Saia d/b as Elmira Hcights-Horseheads Bcstg. Co.,** 1540 kc, 500 w daytime. Post office address 4 Hibbard Place, Elmira, N. Y. Estimated construction cost $13,900, first year operating cost $31,795, revenue $36,500. Principals include **Frank P. Saia** (36.3%), engineer at WCLI-AM-FM Corning, N. Y.; **Emmagene S. Saia** (36.3%), and **Anthony P. Saia** (27.4%), manufacturer of auto and bicycle parts. Filed June 1.

**Saugerties, N. Y.—Skylark Corp.,** 920 kc, 1 kw daytime, directional. Post office address Box 3, Mt. Marion, N. Y. Estimated construction cost $35,441, first year operating cost $47,000, revenue $67,000. Principals include **Richard N. Ward** (8.2%), technician at WRGB-TV Schenectady, N. Y.; **John P. Lynker** (61%), employe at WVNJ Newark; **Frank Campochiaro** (7.5%), attorney, and **Richard N. Horan** (12.5%), WGY Schenectady employe. Filed June 2.

**Etowah, Tenn.—Harry J. Morgan tr/as Morgan Bcstg. Co.,** 1220 kc, 1 kw daytime. Post office address % General Delivery, Lafayette, Ga. Estimated construction cost $15,132, first year operating cost $38,500, revenue $64,545. Mr. Morgan is manager of WGTA Summerville, Ga. and WFLA Lafayette, Ga. Filed May 27.

## Existing Am Stations . . .

### STATION DELETED

**WESM Pocomoke City, Md.—Ruth E. Harris, executrix of estate of Walter F. Harris Jr., deceased.** FCC granted request for cancellation of CP for 1470 kc, 1 kw daytime and deletion of call letters. Deleted June 1; announced June 7.

## Existing Fm Stations . . .

### ACTION BY FCC

**WPRO-FM Providence, R. I.—Cherry & Webb Bcstg. Co.** granted mod. of CP to change ERP to 15 kw; antenna height above average terrain 560 ft. Granted May 31; announced June 7.

### STATION DELETED

**WBEH (FM) New Orleans, La.—P. G. Beauregard School.** FCC granted request to cancel license of noncommercial educational fm station on 89.3 mc. Deleted June 3; announced June 7.

## Ownership Changes . . .

### ACTIONS BY FCC

**WBRD Ft. Lauderdale, Fla.—Broward Bcstg. Co.** granted voluntary assignment to Missouri Bcstg. Corp. through 15-year lease at $4,800 per year. Missouri Bcstg. Corp., owned by L. A. Benson, is operator of WIC-AM-TV St. Louis, Mo. Granted June 8.

**WMOR Morehead, Ky.—Morehead Bcstg. Co.** granted assignment to new partnership Morehead Bcstg. Co., composed of W. J. Wample, Claude L. Clayton and Roy Cornette. Original partner R. S. Bishop sells his ¼ interest for $700. Granted June 1; announced June 7.

**KREH Oakdale, La.—Cyril W. Reddoch, individually and as executor of estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service** granted voluntary assignment to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstg. Service Mr. Hooks, ⅓ owner of WFPR Hammond, La., purchases ⅓ interest in station for $4,815. Mr. Reddoch will now own ⅔ interest. Granted June 8.

**KSIG Crowley, La.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co.** granted voluntary assignment to KSIG Bcstg. Co. for $65,000. Principals include Pres. **Hirsch H. Scholl** (12.1%), bag manufacturer; Vice Pres. **Jacob Brandt** (12.1%), retail furniture; Treas. **Edmund M. Riggie** (12.1%), attorney; Sec. **Louis Basso** (12.1%), announcer KSIG, and 7 others. Granted June 8.

**WCSH-AM-TV Portland, Me.—Congress Square Hotel** granted voluntary assignment to wholly owned company Maine Radio & Tv Co. Granted June 2; announced June 7.

**WABF (FM) New York, N. Y.—Metropolitan Bcstg. & Tv Inc.** granted assignment to Broadcast Associates Inc. for $6,000. Principals include Pres. **Theodore L. Deglin** (⅔), public relations, and **Frederick Lewisohn** (⅓), member of N. Y. Stock Exchange. Granted June 8.

**WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Bcstg. Co.** granted assignment to General Dynamics Corp. under merger plan calling for exchange of stock. Granted June 8.

**WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Co.** granted assignment to wholly owned subsidiary Stromberg-Carlson Bcstg. Co. Assignment is part of proposed merger with General Dynamics Corp. Granted June 8.

**WOXF Oxford, N. C. — Oxford Bcstg. Corp.** granted voluntary transfer of control to Atlas N. Critcher and 5 others through sale of all stock for $42,000. Principals include **Atlas N. Critcher** (55%), Ledger Pub. Co., newspaper; **M. Critcher** (5%); **Francis R. Critcher** (5%); **James F. Flanagan** (12.5%), general manager WOXF; **Helen C. Flanagan** (10%), and **T. Johnson** (12.5%). Granted June 8.

**WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp.** granted voluntary transfer of control to James Olin Tice Jr., through purchase of ⅓ interest from Hugh E. Holder for $18,000. Granted June 2; announced June 7.

**KACT Andrews, Tex.—Joseph E. Young and Archie W. Holman d/b as Andrews Bcstrs.** granted voluntary assignment to Joseph E. Young through purchase of 50% interest from Mr. Holman for $9,000. Granted June 2; announced June 7.

**WARL-AM-FM Arlington, Va.—Northern Va. Bcstrs. Inc.** granted voluntary transfer of control to Cy Blumenthal. Consideration is exchange of Mr. Blumenthal's 32% interest in WCAN-TV Milwaukee, for Lou Poller's 56.6% interest in WARL. Mr. Blumenthal is sole owner of WCMS Norfolk, Va., and now will be sole owner of WARL. Granted June 8.

### APPLICATIONS

**WSIR Winter Haven, Fla.—Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR** seek voluntary assignment from partnership to corporation Hundred Lakes Bcstg. Corp. with partners retaining identical interests. Filed June 2.

**WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers & Bruce Smith d/b as Radio Station WJAZ** seek assignment from partnership to corporation James S. Rivers Inc. Filed June 1.

**WQUA Moline, Ill.—Quad-City Bcstg. Corp.** seeks voluntary transfer of control to WQUA Inc. through sale of all stock for $100,000. Principal stockholder is G. LaVerne Flambo (99.1%), general manager-vice pres. of WQUA. Filed June 3.

**WSAC Radcliff, Ky.—B. E. Cowan & Gerald W. Howard d/b as Ft. Knox Bcstg. Co.** seeks assignment from partnership to corporation Ft. Knox Bcstg. Corp. No consideration involved as partners retain interest. Filed May 31.

**WOV New York, N. Y.—Wodaam Corp.** seeks assignment to WOV Bcstg. Corp for $150,000. Principals include **Pres. Ralph N. Weil** (5.7%); **Arnold B. Hartley** (4.7%); Treas. **Morris S. Novick** (69%), 19.7% owner of WLIB New York; **Georgia L. Weil** (10%), and **Edna M. Hartley** (9.7%). Filed June 1.

**WLIB New York, N. Y.—New Bcstg. Co.** Seeks voluntary acquisition of control by Harry S. Novik through purchase of 3 shares of stock for $1,950. Mr. Novick will now own 1% interest. Filed May 27.

**KTRM Beaumont, Tex.—KTRM Inc.** seeks voluntary acquisition of control by Jack Neil through purchase of about 34% interest from Alto V. Watson and Joseph S. Trum for about $34,400. Mr. Neil will now own 65.2% interest. Filed June 1.

**KXOL Ft. Worth, Tex.—Ft. Worth Bcstg. Co.** seeks voluntary assignment to KXOL Inc. for $260,555. Principals include Pres. **Wendell Mayes** (20%), pres.-majority stockholder KBWD Brownwood, Tex., KNOW Austin, Tex., and vice pres.-50% owner KSNY Snyder, Tex.; Vice Pres. **C. C. Woodson** (40%), publisher of a number of Texas-Oklahoma newspapers; Sec.-Treas. **Wendell Mayes Jr.** (15%), 8.3% owner KBWD, 5% owner KNOW, and 10% owner KSNY; **C. C. Woodson Jr.** (10%), and **William W. Jamar** (15%), 5% owner KNOW and 10% owner KSNY. Filed May 31.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**KSVC Richfield, Utah—Sevier Valley Bcstg. Co.** seeks voluntary acquisition of control by Homer R. Bandley through purchase of 1,000 shares from William Bartley for $1,250. Filed May 27.

**KJR Seattle, Wash.—Mt. Rainer Radio & Tv Bcstg. Corp.** seeks transfer of control to Lester M. Smith (25%), Virginia L. Smith (25%), Lincoln Dellar (25%), and Sylvia Dellar (25%). Mr. & Mrs. Dellar purchase 50% interest from John F. Malloy for $75,000. Mr. Dellar is owner of KXOA-AM-FM Sacramento, Calif. Filed May 31.

**WVVW-WJPB (FM) Fairmont, W. Va.—Fairmont Bcstg. Co.** seeks transfer of control to Connie B. Gay through purchase of 95% interest for $16,500. Mr. Gay is program director-announcer WARL Arlington, Va. Filed May 24.

## Hearing Cases . . .

### INITIAL DECISIONS

**Whitefish Bay, Wis.—New Tv ch. 6.** FCC hearing examiner J. D. Bond issued initial decision looking toward grant of the application of Independent Television Inc., for new tv station on ch. 6 in Whitefish Bay, Wis. Action June 2.

**St. Joseph Mo.—New am, 1270 kc.** FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of Broadcast Group Inc., for new am station on 1270 kc, 1 kw, daytime only, in St. Joseph, Mo. Action June 7.

**Indianapolis, Ind.—New tv, ch. 13.** FCC hearing examiner Basil P. Cooper issued initial decision locking toward grant of the application of Mid-West Tv Corp. for new tv station on ch. 13 in Indianapolis, Ind., and denial of the competing applications of Indianapolis Bcstg. Inc., WIBC Inc., and Crosley Bcstg. Corp. Action June 7.

**Dover, N. H.**—FCC hearing examiner William G. Butts issued initial decision looking toward denial of protests of Vic Diehm Associates Inc. (WVDA), Boston, Mass., and Strafford Broadcasting Corp. (WWNH), Rochester, N. H., and reinstatement of grant without hearing of application of Granite State Bcstg Co. (WDNH), for new am station on 1270 kc, 5 kw, DA, U, at Dover, N. H. Action June 8.

### OTHER ACTIONS

**Los Angeles, Calif.**—FCC Examiner James D. Cunningham granted motion of KTLA (TV) to dismiss proceedings and cancel hearing scheduled in show cause proceeding, station having terminated the program *Play Marco*. Action June 6.

**Lawrenceville, Ill.**—FCC by order denied request for waiver of 10% rule and dismised bid of Lawrenceburg Bcstg. Co. for new am station on 910 kc, 500 w daytime, directional because of interference considerations. Comr. Hennock absent. Action June 8.

**Des Moines, Iowa—Tv Assignment.** FCC invited comments by July 1 to rule making proposed in a petition filed by Rib Mountain Television Inc. (KGTV [TV] ch. 17), Des Moines, Iowa, to make ch. *11, now reserved for educational use there, available for commercial use. Alternative requests in Rib Mountain's petition, including temporary operation by KGTV on ch. 11 during pendency of rule making proceeding, and show cause order to modify its authorization to specify ch. 11, were dismissed. If the channel should be shifted to commercial use, it would be available upon application by all interested parties. Commissioner Hennock dissented. Action June 1.

**WMEX Boston, Mass.**—FCC by order granted a motion by The Northern Corp., Boston, Mass., to accept latter's late notice of appearance in the proceeding involving its application for renewal of license of am station WMEX. Action June 1.

**WJRT (TV) Flint, Mich.**—FCC by memorandum opinion and order, postponed the effective date of a grant made April 13 to WJRT (TV) Flint, Mich., for mod. of CP (ch. 12) to locate transmitter 20½ miles northwest of Flint in the direction of Detroit, make antenna changes, and change studio location in Flint, pending a hearing June 27 on protests of WNXT-TV (ch. 57) Saginaw, Mich.; WTOM-TV (ch. 54) Lansing, and WWTV (TV) (ch. 13), Cadillac, Mich. Dismissed a joint petition filed by Trebit Corp. (WFDF), Flint, Mich., and W. S. Butterfield Theatres Inc., Detroit, Mich. Commissioner Lee concurred and issued additional views in which Commissioner Hennock joined. Action June 8.

**Biloxi, Miss.—Ch. 13 proceeding.** FCC by order on petition of WLOX Bcstg. Co., changed the place of the scheduled further hearing on competing applications of WLOX and Radio Assoc. Inc. for new tv station on ch. 13 in Biloxi, from Washington to Biloxi, the hearing to be held at the earliest date practicable. Action June 1.

## Routine Roundup . . .

### June 3 Decisions

**ACTIONS ON MOTIONS**

**By Comr. Frieda B. Hennock on May 31**

**Broadcast Bureau**—Granted petition for an extension of time to June 1 to file exceptions to the initial decision in ch. 7 proceeding, Seattle, Wash. (Queen City Bcstg. Co., Dockets 9030, et al.).

**Jacksonville, Fla., Jacksonville Bcstg. Corp.**—Granted petition for an extension of time to June 12 to file reply briefs to exceptions to the initial decision in ch. 12 proceeding, Jacksonville, Fla. (City of Jacksonville, Docket 10833, et al.).

**By Examiner James D. Cunningham**

On the Chief Hearing Examiner's own motion, ordered that Show Cause proceeding (Docket 11383—Paramount Television Productions Inc., KTLA [TV] now scheduled for June 7, be continued indefinitely (Action 6/1).

**Broadcast Bureau**—Granted petition for an extension of time to June 3 for parties to proceeding re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., to submit proposed findings (Docket 11302) (Action 5/27).

**By Examiner Herbert Sharfman**

Ordered prehearing conference re applications of Alvarado Bcstg. Co. (KOAT), Albuquerque, N. M., for CP and license to cover (Dockets 10722, 11395) on June 8 (Action 6/1).

**By Examiner Basil P. Cooper on May 31**

**Broadcast Bureau**—Granted petition for an extension of time to June 7 to file proposed findings of fact and conclusions of law in ch. 9 proceeding, Orlando, Fla. (WORZ Inc., Docket 11081, et al.).

**By Examiner William G. Butts on May 31**

Upon request of Fairmont Bcstg. Co. (WVVW), Fairmont, W. Va., ordered that prehearing conference be rescheduled to June 10 re application of Mountain State Bcstg. Co., Morgantown, W. Va. (Docket 11360).

**By Examiner Elizabeth C. Smith on May 31**

Upon oral motion of Newport Bcstg. Co. (KNBY), Newport, Ark., at pre-trial conference in proceeding re its application (Docket 10883) and with agreement of the other parties, hearing was continued to June 16.

**Camden, Ark., Camden Radio Inc.**—Granted motion for admission *pro hac vice* of J. Bruce Streett, Camden, Ark., and J. K. Mahony, El Dorado, Ark., to permit their appearance and participation in Docket 11363 proceeding (for assignment of CP for station KPLN Camden, Ark.).

**By Examiner J. D. Bond on June 1**

**Toledo, Ohio, Maumee Valley Bcstg. Co.**—Granted petition for leave to amend its tv application for ch. 11 (Docket 11088, BPCT-1741) to (1) show the death of one of its 48 stockholders, and related stock distribution changes; and (2) the substitutions of two named individuals for a vice president and a director who have resigned.

**By Examiner H. Gifford Irion on May 26**

On the Examiner's own motion, ordered that further hearing in ch. 7 proceeding, Buffalo, N. Y., shall commence on June 7 (Docket 10968, et al.).

**By Examiner Annie Neal Huntting on May 27**

On the Examiner's own motion, ordered prehearing conference re application of Allegheny-Kiski Bcstg. Co. (WKPA) New Kensington, Pa. (Docket 11300), on June 24.

**By Examiner Elizabeth C. Smith on June 1**

On the Examiner's own motion, ordered prehearing conference re am applications of Umatilla Bcstg. Enterprises (Docket 11308) and John Truhan (Docket 11309), Pendleton, Ore., on June 17.

### June 3 Applications

**ACCEPTED FOR FILING**

**License for CP**

**WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.**—License to cover CP (BP-9218) as mod. which authorized increase daytime power; install da for daytime use (DA-2) and install new transmitter for daytime use only (BL-5734).

**Renewal of License**

**WATO Oak Ridge, Tenn., WATO Inc.**—(BR-1910).

**WCDT Winchester, Tenn., Franklin County Bcstg. Co.**—(BR-1963).

**Application Returned**

**Rutherfordton, N. C. (PO % R. R. Hilker, 612 Dartmouth Ave., Gastonia, N. C.), J. S. Meadows and R. R. Hilker d/b as Rutherford Bcstg. Co.**—CP for new standard station on 1320 kc, 500 w, daytime hours of operation. To be notarized.

**Modification of CP**

**KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.**—Mod of CP (BPCT-999) as mod., which authorized new tv station to extend completion date to 10-17-55 (BMPCT-3150).

**KETX (TV) Tyler, Tex., Jacob A. Newborn Jr.**—Mod. of CP (BPCT-1422) as mod., which authorized new tv station to extend completion date to March 1956 (BMPCT-3151).

**WOSU-TV Columbus, Ohio, The Ohio State U.**—Mod. of CP (BPET-23) as mod., which authorized new non-commercial educational tv station to extend completion date to 8-15-55 (BMPET-76).

## Routine Roundup . . .

### June 6 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

**KBAM Longview, Wash., W. Gordon Allen and John Truhan d/b as Altru Bcstg. Co.**—Mod. of CP (BP-9140) as mod., which authorized new standard station for extension of completion date (BMP-6859).

**Remote Control**

**KBOI Boise, Idaho, Boise Valley Bcstrs. Inc.**—(BRC-736).

**KOSF Nacogdoches, Tex., Kelley Bell**—(BRC-737).

**License for CP**

**WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.**—License to cover CP (BPH-806) as mod., which authorized new fm station (BLH-1056).

**Renewal of License**

**WYSN (FM) New Castle, Ind., New Castle-Henry Township**—(BRED-109).

**WSKS (FM) Wabash, Ind., School City of Wabash**—(BRED-104).

**WMMI (FM) Meridian, Miss., Meridian Municipal Jr. College**—(BRED-72).

**WKCS (FM) Knoxville, Tenn., Fulton High School**—(BRED-106).

**KEPH (FM) Ephraim, Utah, Utah State Agricultural College**—(BRED-80).

**Remote Control**

**WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.**—(BRX-738).

**Application Returned**

**Olympia, Wash., Lloyd C. Hannah and Donald R. Berry d/b as Olympic Radio Co.**—CP for new standard station on 810 kc, 250 w daytime hours only. (No site given.)

**Modification of CP**

**WATR-TV Waterbury, Conn., WATR Inc.**—Mod. of CP (BPCT-965) as mod., which authorized new tv station to extend completion date (BMPCT-3153).

**WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.**—Mod. of CP (BPCT-1255) as mod., which authorized new tv station to extend completion date to 8-25-55 (BMPCT-3154).

### June 7 Decisions

**BROADCAST ACTIONS**

**By the Broadcast Bureau**

**Granted License**

**WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.**—Granted license for changes in tv broadcast station (BLCT-162).

*(Continued on page 113)*

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**Fast growing** regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

**We're a small** friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

**Immediate opening** for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

**Wanted:** Sports announcer, play-by-play, who can also do staff. Box 775A, B•T.

**Want dependable** married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

## RADIO

### Help Wanted—(Cont'd)

**Good voice**—first phone am-tv combo. Opportunity to learn all phases radio-tv operations. Send audition tape, particulars, KREM-TV, Spokane, Wash.

**Experienced,** mature announcer, able to write occasional spot. Big station, small town. Prefer southeastern native. Tape, sample copy, resume and salary requirement first letter. Opening June 24. Neil Terrell, WBSC, Bennettsville, S. C.

**5 kw established** network station, in excellent town of 20,000, wants showman with first phone, mornings, 43 hours. Working conditions good, staff stable. Name your own salary, justify it with tape. WDIX Orangeburg, S. C.

**Disc jockey** for afternoon record show, no other duties, show heavily promoted. Excellent opportunity, attractive salary, first class community. Experience required. Send tape, photo, full details. WFIN, Findlay, Ohio.

**Opening** for engineer-announcer with emphasis on announcing. Good pay and working conditions. George C. Shurden, WMFC, Monroeville, Alabama.

**Experienced** sports-staff announcer. Strong on commercials, play-by-play and news. Must be experienced with combo operation—third class ticket required. Send tape, complete details, photograph, salary expected. Immediate opening. Lou Murray, WPAM, Box 629, Pottsville, Penna.—Telephone 5050.

**Experienced announcer,** emphasis news, commercials. $60-65. Contact Program Director, WWCO, Waterbury, Conn.

*Technical*

**Oregon kilowatt** network station soon needs experienced announcer-technician. Located in a most desirable city of over 10,000. Prefer northwest man. Must be good announcer. Permanent. Good salary. Box 744A, B•T.

**Immediate opening** for experienced chief engineer-announcer at 1000 watt daytimer. Excellent opportunity for one seeking permanency in farm-ranch area. Contact Mrs. Crawford, KCNI, Broken Bow, Nebr.

**Wanted:** Combination man, first class engineer-salesman in good station market, Springfield, Ohio. WBLY. Please write or call or wire immediately.

**Combination,** 1st phone for chief, remote control operation, experience as announcer preferred. Write WESO, Southbridge, Mass.

*Production-Programming, Others*

**Program director** am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

**Wanted:** Experienced continuity writer, 1000 watt, fulltime midwest ABC outlet in Wisconsin, city of 42,000 population. State salary desired. Apply Box 760A, B•T.

**Midwest college** wants versatile producer-writer-announcer with considerable experience in radio and television, permanent. 11 months, $5,400. Bachelor Degree required, Masters preferred. Personal interview necessary. Box 776A, B•T.

**Journalist-announcer,** well educated, wanting permanent position in few weeks to be news editor. Willing, able to pitch in and produce outstanding news coverage on CBS 5000 watt station. Airmail audition, picture, full particulars, KSPR, Casper, Wyoming.

**Experienced** continuity writer. Resume, references first line. Good working conditions. WBCK, Battle Creek, Michigan.

### Situations Wanted

*Managerial*

**General manager**—fully experienced all phases radio, including engineering and construction. Young family man with excellent record. Will manage and engineer or lease am station. Strong on sales and good operation. Box 636A, B•T.

**Combo man:** Experienced manager, good salesman, announcer, family man, reliable, sober. Desire job as working manager. Good references. Box 664A, B•T.

**Radio station** manager — commercial manager, currently in executive tv post, wants to get back into radio. 12 years managerial-sales-programming experience. Thoroughly understand profitable small to medium market operation. Available July 15. Box 725A, B•T.

# RADIO

## Situations Wanted—(Cont'd)

**Available** immediately: Well qualified executive assistant or assistant manager. 12 years experience in programming, bookkeeping, sales promotion, office management. Will consider any location. Send offer to Box 738A, B•T.

**Sales manager** small station wants change. Any capacity. $100 weekly. Box 757A, B•T.

**Help!** Young man managing small station for peanuts wants fair salary, incentive and security. Familiar all phases radio as PD, sales manager and general manager. Will consider management small or medium market or sales and programming in larger market. Dependable family man, 7 years with same station, but in a rut! Reply Box 758A, B•T.

**Eastern local** manager at height of effectiveness wants general or sales management, medium market. Policies productive, long-term, not flash. Box 763A, B•T.

**Seven years** experience sales and production. Can produce for you. Want position where future can be built. Substantial draw. Resume available. Box 772A, B•T.

**Radio manager** . . . 20 years experience . . . dependable . . . efficient . . . capable . . . aggressive . . . tv experienced. Box 773A, B•T.

**Sales manager** with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

*Salesmen*

**Texas—strong** radio, television and agency man, heavy on sales. Good character and references, sober. Box 794A, B•T.

**Sales manager** wants permanent association with stable, happy staff. Eleven years all phases radio from copy to manager. Box 765A, B•T.

**Salesman's job,** where exceptional work will pay $10,000, sought by eastern V.P. leaving for personal reasons, confer with my president. City 50-200,000 preferred, northeast of Ohio. Box 795A, B•T.

*Announcers*

**Announcer in** late twenties with eight years experience wants position with good station in good market. Box 453A, B•T.

**Top-flight** experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

**DJ—also staff** including news and special events, Experienced. Finest character. Excellent references. Employed. Box 669A, B•T.

**Top air work**—strong on sales, desire change, but permanency. Now medium Illinois market. Need good earning potential. Desire midwest but will go elsewhere—depending upon opportunity. If you are honest, sound operation, I'll make you a top man. Box 700A, B•T.

**Trained,** experienced announcer desires position New York State, New England. Box 728A, B•T.

**Staff announcer**—personable DJ, single, versatile. Strong news, commercials, DJ forte. Pleasant voice, light experience. Familiar all types music 3rd ticket. Willing to relocate; prefer east. Work will determine salary. Tape, photo, resume available. Box 729A, B•T.

**Desires permanent** announcer-program director position. 3 years experience. Married, 1 child—conscientious and ambitious. Box 731A, B•T.

**Experienced announcer,** presently employed, seeks larger market. Staff, DJ, available immediately. Box 733A, B•T.

**Sportscaster**—top play-by-play announcer. Available on two weeks notice. Will travel. First phone. Box 735A, B•T.

**Announcer,** strong news, excellent commercials, good DJ, experience light, veteran, dependable, married, travel. Tape. Box 737A, B•T.

**Announcer:** Seven years experience, good salary and working conditions, future. Box 740A, B•T.

**Staff announcer.** Sports preferred. Experienced. Will travel. Box 745A, B•T.

**Baseball announcer** with agency recommendations and first class ticket, nine years with current employer. Staff announcing but long on play-by-play sports. Looking for connection where sports in major factor. Married, no floater. Box 747A, B•T.

**Announcer**—DJ; cultured voice, prefer semi and classical; over three years experience; studying engineering through correspondence. Married; veteran; minimum $75. Box 748A, B•T.

**Announcer,** four years, glib mind, seeking larger market, consider all. Box 750A, B•T.

**Top caliber** announcer, 38, married, ten years experience all phases including PD. Permanent. Box 755A, B•T.

**Metropolitan** area staff announcer—sober, reliable, family, interested permanent position, friendly community. No early morning or personality deals. Tape—interview on request. Box 767A, B•T.

**Experienced staff** announcer, relocating, seeks career position, travel, reliable station. Tape, resume. Box 768A, B•T.

**Announcer,** 5 years experience, personality DJ, news, MC. College grad., veteran. Box 769A, B•T.

**Announcer**—disc jockey, strong news, excellent commercials, veteran with third ticket, will travel—tape and resume. Box 777A, B•T.

**Strong news**—excellent commercials—sports interest—selling experience—will travel anywhere, even out of the country. Recent grad.—have potential, prefer small station. Box 779A, B•T.

**Hardworking,** all around staff announcer, can handle any type DJ show. Experience limited. Box 780A, B•T.

**Announcer,** recent grad—all phases, some copy, 21, single, draft deferred, light experience, tape, resume. Box 781A, B•T.

**Announcer,** Negro, real crazy disc jockey, light experience, tape available. Box 782A, B•T.

**Staff announcer,** married, versed all phases, recent broadcasting school grad., will travel, tape, resume. Box 783A, B•T.

**Announcer**—authoritative news. Good commercials, DJ, 25, vet, tape, resume. Box 784A, B•T.

**Personable young** staff announcer. Strong news, excellent potential. Music, sports. Experience limited. Box 788A, B•T.

**Six months** experience, midwestern indie, DJ, news, sports, veteran, tape, travel. Box 789A, B•T.

**Announcer, strong,** DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

**Chicago** DJ-staffer wants Hawaii or California. Air checks on current commercial—heavy show available. All offers considered. Box 792A, B•T.

**Dependable mature** announcer seeking permanent position with established station preferably southwest. Will consider other locations, some sales, copy. Available immediately. Bill Borom, 703 South Vernon, Dallas, Texas.

**Presently** employed—relocating—good news, commercials and deejay work. Control board operation, 1½ years experience, vet, married, sober, travel, resume, tape. Bill Fennelly, 2400 4th Avenue, Conway, South Carolina.

**Announcer:** Radio school graduate, 3rd phone, strong news, friendly commercials, play-by-play, college, vet. Mike Lepre, 760 William Street, New Jersey.

**Announcer, DJ,** impressionist, 22. 3½ years radio experience—specialize in pop, r & b, and h.b. Married, no children, have car, willing to travel. Desire southwest location. Call Lee Mathis, 1098, Crowley, Louisiana.

**Announcer**—DJ. 5 years experience, all phases. Good voice. College. Just completed year graduate study television U. of Iowa. Prefer city, will travel. Contact Warren Nelson, 901 35th Street, Rock Island, Illinois.

**Announcer,** platter personality, sound, mature, Negro stylist; strong music background, program or market—Bach to bop. Travel, tape, references. James Rowe, 121 East 115th Street, Apt. 24, New York 29, New York.

**Working** on St. Louis radio station—sport and disc jockey, desires play-by-play all sports. Minimum $100.00 weekly, available immediately. Phone: Parkview 5-9227, St. Louis, Mo., or write Milton Schaefer, 6453 San Bonita, St. Louis, Mo.

**Announcer** for station staff; light experience, commercial personality, platter specialities, seek permanent connection. Sober, travel, references, tape. David Vandeyar, Bedford Hills, New York.

**Staff announcer.** Superior, friendly, mature voice. Strong news—commercials. Some copywrite. Recent graduate. Reliable family man. New England to midwest. Matt Watson, 24 Wappanocca Ave., Rye, N. Y.

**Combination,** top versatile announcer, qualified chief engineer, competent salesman, tv experience, available July 1st. Prefer New Mexico, Arizona, California. Good character, integrity, family, seeking good permanent position. Tape available. Box 946, Colorado Spring, Colorado.

*Technical*

**Chief engineer-program director. First class** ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

**Engineer,** first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

**Engineer**—chief or staff, experienced, middle aged, desires relocate south or southeast. Especially interested in situations expected open, starting mid-July. Box 734A, B•T .

**First phone** man, now chief engineer at small station. Desires change in location. Box 736A, B•T.

**First phone.** One year am experience transmitter and studio. Ham. 2½ years schooling radio-television servicing. B.A. degree. Box 742A, B•T.

**Engineer,** 8 years am. Ham 25 years. Desire relocate permanently. Southwest preferred. No announcing. Box 751A, B•T.

**Experienced** chief combo, graduate engineer. Southwest preferred. Box 754A, B•T.

**Engineer,** first phone desires position. Experienced selling—go anywhere. Box 785A, B•T.

**Engineer-announcer.** Seven years experience, 26, good voice. Good references. Box 787A, B•T.

**Chief engineer,** one year broadcast experience, construction, maintenance, remotes. Ten years radio-television servicing, wants change, middle aged, prefer Florida, consider others. Box 793A, B•T.

*Production-Programming, Others*

**3 years N. Y.** network station, radio and tv, 26, married, seeking position with up-and-coming midwest or west station. Tape and film editing Box 732A, B•T.

**Progressive** radio man—good background, announcing, program director, copy sales, traffic, manager. Highly reliable. Want position with sound radio or television station. Metropolitan city preferred. My record proves I can make money for you. Send all replies to Box 741A, B•T. Presently employed as manager. College degree. Age 32.

**Newscaster**—three years experience. Four years experience as network newsroom writer. Seeks return to broadcasting. State Peabody award winner. Journalism graduate. Married. Box 762A, B•T.

**Versatile announcer**—program director. 7 years experience. Seeks permanent position, progressive operation. Will re-locate. Tape, resume on request. All replies answered. Married, 29, minimum salary $125. Box 771A, B•T.

# TELEVISION

## Help Wanted

*Salesmen*

**Sales**—opening for experienced man to succeed retiring senior salesman with major account list. Oldest station in Indiana, WFBM-TV, Indianapolis. Send complete background, qualifications, photo to Don Menke.

**Wanted:** Experienced television-radio times salesman. Also sales manager. Outstanding opportunity with stable, growing organization. Dixie Network, P. O. Box 309, Jackson, Tennessee.

# TELEVISION

## Help Wanted—(Cont'd)

*Announcers*

**Man and wife** team for Monday through Friday afternoon tv show. Good appearance, commercial voices required. Send full particulars including photos, tapes, film of work, background, references and expected salary to Box 774A, B•T.

*Production-Programming, Others*

**Program director** am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

**Wanted:** Experienced tv directors and announcers by vhf in southwest. Now staffing for September on-air date. Announcer applicants send snapshot and tape audition. Directors, detail past experience. KTBS-TV Shreveport, La.

## Situations Wanted

*Managerial*

**Producer-director** with 9 years major N. Y. networks experience, desires management production position with tv station located western U. S. Available July 1st. Box 529A, B•T.

**Tv director** of operations in charge of programming-production, currently employed, available July 15th. Have put 3 tv stations, still profitably operating, on the air. Thoroughly understand efficient, money-saving installation procedures. Merger causing present move. Box 726A, B•T.

*Announcers*

**Sportscaster** with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

**Announcer**—tv cameraman: Summer replacement work. New England. Experienced, professional school graduate, college. Box 739A, B•T.

*Technical*

**Chief engineer** desires to make change. Very good background in same capacity for number of years in vhf and uhf. Married. Have family. Box 756A, B•T.

*Production-Programming, Others*

**Advertising** and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

**Film editor**—photographer—projectionist. Presently employed in these capacities—experienced, married, willing to relocate. Box 730A, B•T.

**For rent** . . . cheap . . . all extras. 3 years experience tv production . . . cameraman, videoswitcher, film editor, projectionist, director, production manager . . . have car, will travel. Accept probationary period. Box 746A, B•T.

**Tv producer-director**, 8 years experience. 4 years tv production, includes network experience. Employed, midwest metropolitan. Wants larger market or better position. Veteran, B.S. degree, single, planning marriage. Complete particulars on request. Box 752A, B•T.

**Newswriter**—no announcing. Newspaper, radio, television experience. Journalism degree. Veteran. Box 761A, B•T.

# FOR SALE

*Stations*

**Wanted**—Investors to develop new uhf-tv station, which has a captive and unexploited market. All preliminary investigations, surveys, etc., already prepared and station is ready to go; need only additional capital. Terrific potential which assures a black ink operation in a very short time. Management control available to qualified investors. Hilbert Loeb, 710 S. Rampart Street, New Orleans 12, La. Phone: Canal 7685.

**Florida** single station market with income to owners of $28,000, priced $97,500, partially financed. Paul H. Chapman, 84 Peachtree, Atlanta.

**Exclusive.** Radio property now available. Details to financially qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

# FOR SALE

**Free** list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

**Radio** and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

*Equipment*

**Raytheon** 152 mc mobile units. Transceivers with power supply, mike and speaker. Complete except for antenna. James M. Wilder, WBML Macon, Ga.

**Collins** 5 kw fm amplifier. Excellent condition. Complete with two sets of tubes. Will sacrifice. Make offer. WFMZ-TV Allentown, Pa.

**For sale:** Presto 6-N portable disc recorder, complete with 87-B amplifier. WMAM, Marinette, Wis.

**27 used towers,** all types and sizes, for sales. Ace High Tower Erector. Phone Greenville, N. C., 6750.

**For Sale:** Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

# WANTED TO BUY

## Stations

**Experienced broadcaster** seeks tv or am property, or both, now operating in red. Have successful record in radio and tv, willing to apply this successful formula to your property. Write Box 682A, B•T.

**Losing operation** wanted. Experienced broadcaster wants to apply time tested knowledge to produce good profit. Write Box 683A, B•T.

**Successful** radio team desires station in mountain or West Coast area, available with low down payment. Box 743A, B•T.

**Small market** midwest station desired by three young experienced radio men with limited capital. Box 766A, B•T.

**Radio. Texas, Oklahoma, Arkansas, Missouri,** Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

*Equipment*

**Used Magnecord** PT-6 reel unit; electro-voice microphone, model 635; two Daven or equivalent 50 ohm T pads. Bill Atkinson, WGAC Augusta, Georgia.

**Good used** 250 watt transmitter, frequency and modulation monitors, limiter, console, turntables, tuning unit. State condition, age, make, why removed, lowest prices. WHIT, New Bern, N. C.

**Wanted:** 250 watt fm transmitter. WPRU Princeton University, Princeton, New Jersey.

# INSTRUCTION

**Get your FCC first phone license in 8 weeks.** Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

**Your FCC first phone license in a hurry. Nation's largest professional school offers brand new,** streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

**FCC 1st phone license** in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

*Miscellaneous*

**Hotel trade** exchange arranged for radio and tv stations with fine New York City hotels. R. C. Perry Inc., 122 East 42nd Street, New York, N. Y

# RADIO

## Help Wanted

*Salesmen*

**exceptional sales opportunity**

**with WNAX the Midwest address of CBS**

**If you're a seasoned time salesman, midwesterner preferred, with more capabilities than your present job requires—here's an opportunity to substantially progress in radio sales with even greater potential responsibilities.**

**You'll work as Regional Account Manager with high-level accounts. You'll live in a pleasant, Midwestern community, drawing a good base and liberal incentive compensation. You'll grow with one of America's outstanding radio stations (a Cowles operation).**

**Write us why you're the man to cash in on this great Sales opportunity. Please enclose picture.**

**Write: Don D. Sullivan, Advertising Director, Commercial Manager, WNAX Yankton, S. Dak.**

# TELEVISION

## Situations Wanted

*Managerial*

### RADIO-TV EXECUTIVE

3 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B•T.

### TV STATION MANAGER SEEKS CHANGE

TV station manager in major Eastern market offers 18 years sales and advertising background radio and television. Well known in all top agencies. Have complete knowledge of practical experience in FCC procedures, overall station management, sales, film and live programming. Now employed. Gladly supply references from network, agency, station representative and present management.

**Box 770A, B•T**

*Production-Programming, Others*

### TV TECHNICIAN

Experience in amateur theatre production. Single, age 26, hard worker, will relocate. Willing to accept responsibility. Knowledge of remotes. Good personality, cooperative attitude. Salary secondary. Tv workshop graduate.

Box 652A

(Continued from page 108)

**Remote Control**

The following stations were granted authority to operate transmitter by remote control: KBOI Boise, Idaho, while using nondirectional antenna; KOSF Nacogdoches, Tex.

**Actions of June 2**

**Modification of CP**

The following were granted extensions of completion dates as shown: WICA-TV Ashtabula, Ohio, to 12-30-55; WSLS-TV Roanoke, Va., to 12-26-55; WOSU-TV Columbus, Ohio, to 1-1-56; KOAM-TV Pittsburg, Kan., to 1-1-56; WFBG-TV Altoona, Pa., to 12-30-55.

**Actions of June 1**

**Early Sign-off**

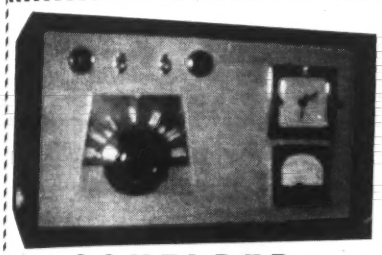
**KSTB Breckenridge, Tex., Stephens County Bcstg. Co.**—Granted permission to sign off at 6:45 p.m. for the period ending Sept. 1.

**WIPC Lake Wales, Fla., Imperial Polk Bcstg. Corp.**—Granted permission to sign off at 6:30 p.m. for period ending Sept. 1.

**WSUI Iowa City, Iowa, State U. of Iowa**—Granted permission to reduce hours of operation from unlimited to a minimum of eight hours daily between 8-8-55 and 9-26-55, inclusive.

## FOR SALE

*Equipment*

**CONELRED**

**Have you been missing alerts—Here is the Conelred unit that will operate every time. It Flashes a RED light upon receipt of an alert. A clock indicated the time of the alert. A bell will ring. It may be switched off if desired. The loudspeaker of the receiver will come on if desired. The unit is complete. Nothing else to buy. Just plug it into 115v ac. It takes only 55 watts. The receiver is a 6 tube unit with height gain RF. It tunes 540 kcs to 1650 kcs plus CD frequencies. It is designed to operate continuously. A meter indicates correct tuning. Price is $105 plus freight.**

**CONELRED PRODUCTS**
**Penacook, New Hampshire**

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon


## Employment Services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**Granted License**

**WNAU New Albany, Miss., New Albany Bcstg. Co.**—Granted license for am broadcast station (BL-5669).

**KHBM Monticello, Ark., College Bcstg. Co.**—Granted license for am broadcast station (BL-5680).

**KPLK Dallas, Ore., Polk County Bcstrs. Inc.**—Granted license for am broadcast station (BL-5697).

**WDEB Gulfport, Miss., John Edward Breland**—Granted license for am broadcast station (BL-5645).

**WSUH Oxford, Miss., Ole Miss Bcstg. Co.**—Granted license for am broadcast station; condition (BL-5709).

**Modification of CP**

The following were granted extensions of completion dates as shown: WALA-TV Mobile, Ala., to 12-23-55; WJBK Detroit, Mich., to 8-9-55, conditions; WILL-FM Urbana, Ill., to 12-1-55.

**Remote Control**

The following stations were granted authority to operate transmitters by remote control: KSKY Dallas, Tex.; KOLN Lincoln, Neb.; KQXR Bakersfield, Calif.

**Actions of May 31**

**Modification of CP**

The following were granted extensions of completion dates as shown: WEAT-TV West Palm Beach, Fla., to 12-22-55; WHBF-TV Rock Island, Ill., to 12-21-55; KAUS Austin, Minn., to 8-1-55, conditions.

## June 8 Decisions

**ACTIONS ON MOTIONS**

**By Comr. John C. Doerfer on June 3**

**Hartford, Conn., Hartford Telecasting Co.**—Granted petition for extension of time to July 6 to file exceptions to initial decision in ch. 3 proceeding; consent to extension was based on an agreement between the parties that petitioner would not request any further extension of time to file exceptions (Dockets 8621, 10699).

**By Examiner Elizabeth Smith on June 3**

**Braddock, Pa., Matta Enterprises**—Granted motion for extension to June 13 to file proposed findings and conclusions of law in ch. 4 proceeding (Dockets 7287 et al.).

**BROADCAST ACTIONS**

**By the Commission en banc**

**Renewal of License**

Granted renewal of license of following stations on regular basis: WABO Laurel, Miss.; WAZF Yazoo City, Miss.; WAFB Baton Rouge, La.; KDBC Mansfield, La.; WSSB Durham, N. C.; WMAJ State College, Pa.; KEPH Ephraim, Utah; WMMI Meridian, Miss.

## June 8 Applications

**ACCEPTED FOR FILING**

**License for CP**

**KOXR Oxnard, Calif., Oxnard Bcstg. Corp.**—License to cover CP (BP-9125) which authorized new standard broadcast station (BL-5740).

**KRTR Thermopolis, Wyo., Mildred V. Ernst**—License to cover CP (BP-9194) as mod., which authorized new standard broadcast station (BL-5738).

**KWOR Worland, Wyo., Joseph P. Ernst**—License to cover CP (BP-9596) which authorized change in frequency (BL-5735).

**Modification of CP**

**WOR-FM New York, N. Y., General Teleradio Inc.**—Mod. of CP (BPH-1846) as mod., which authorized changes in licensed station for extension of completion date (BMPH-4998).

**WTOW Towson, Md., WTOW Inc.**—Mod. of CP (BP-9223) as mod., which authorized new standard station for extension of completion date (BMP-6853).

**Renewal of License**

**WBNL Boonville, Ind., Boonville Bcstg. Co.**—(BR-2514).

**WNES Central City, Ky., Muhlenberg Bcstg. Co.**—(BR-3072).

**WCPM Cumberland, Ky., Blanfox Radio Co.**—(BR-2692).

**WOMI Owensboro, Ky., Owensboro Bcstg. Co.**—(BR-957).

**WBAC Cleveland, Tenn., Robert W. Rounsaville**—(BR-1222).

**WETB Johnson City, Tenn., Press Inc.**—(BR-1760).

**WLAF LaFollette, Tenn., LaFollette Bcstg. Co.**—(BR-2853).

**WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.**—(BR-1874).

**WHBQ Memphis, Tenn., General Teleradio Inc.**—(BR-476).

**WSMT Sparta, Tenn., Sparta Bcstg. Co.**—(BR-2815).

**WJIG Tullahoma, Tenn., Raymond L. Prescott Jr. tr/as WJIG**—(BR-1889).

**Renewal of License Returned**

**WTCO Campbellsville, Ky., South Central Kentucky Bcstg. Co.**—(RE: name and signature).

## UPCOMING

**JUNE**

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20: Start, New School for Social Research Script Workshop, N. Y.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

**JULY**

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

**AUGUST**

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

(New M. S. "STOCKHOLM")

**N. C. Association of Broadcasters Convention - Cruise**

(Official Meeting—Tax Deductible)

Sailing Nov. 10 from Wilmington, N. C.
To Bermuda—3 days there—$100, up
(ship as hotel)

Everyone Invited — For Literature, clip and mail . . .

**Allen Travel, 550 5th Ave., N.Y. 36**

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## Tv's 1955-56 Playbill

IN closing out another fall-winter season, television programmers can look back on a varied but generally praiseworthy performance. Typically, however, they are not looking back. Their eyes are on the months ahead.

Plans already set make it clear that audiences next fall will be able to choose, freely, from a range of entertainment and informational programming that has never before been available to them in such profusion anywhere, any time, by any means, at any cost.

It approaches understatement to say that advertisers will spend more money on programs than ever before. This is not to say that money alone makes good programs. But just as the Noel Cowards, the Maurice Evans', the Walt Disneys do not come cheap, neither do their performances come shoddy.

The blueprints already drawn envision quality shows in all categories—drama, music, comedy, variety, children's, and on through the scale. They embrace programs in the standard format and programs that are frankly experimental. NBC-TV's *Wide Wide World* is one of the more ambitious ventures in the latter category. They include longer programs as well as those of the "accepted" lengths, with NBC-TV again, and now CBS-TV, planning high-budget 90-minute series featuring top name talent. Many shows, of course, will be in color, another cost as well as impact factor. ABC and Mr. Disney, abetted by the miracle of Davy Crockett, are beginning to give the older networks conniptions.

Networks, packagers, agencies and advertisers, film companies—all with a stake in programming—are working to make the screen brighter, more attractive, more compelling. They're all out to out-do their competitors. It's a happy situation as well as an expensive one, with the public getting its pick of a quality crop according to its own free choice.

How's that again about toll tv?

## Senate's 'Road Map'

IT IS now evident that the Senate Commerce Committee means business in its television investigation. The broad-gauged plan proposed by Majority Counsel Sidney Davis and approved in principle by Chairman Warren G. Magnuson (D.-Wash.) dispels notions harbored in some quarters that the FCC study of its own network rules to update them to cover television would take the heat off the Senate "study".

Every possible facet of television is covered in the "road map" devised by Mr. Davis [B•T exclusive, June 6]. It is apparent, too, that Mr. Davis, since he assumed the majority counselship last March, has covered both sides of Madison Ave., as well as the Washington scene. And in the process, he had tossed at him every grievance, imagined or real, of everyone in the business of telecasting—and of everyone who had an ax to grind.

By this we do not mean that all of the allegations are trumped up. Congress has been spoiling for a full-tilt plunge into television ever since the medium got underway following World War II; first because the FCC was dragging its feet through the Big Freeze which ran four years, and then because of the economic stresses that have all but inundated many uhf operations in intermixed markets. Since then, television has been in the news, politically, economically and socially, to a degree that has overshadowed all else with the exceptions of the Cold War and atomic energy.

Except for the allocations phase, it may be months before formal hearings begin before the Magnuson Committee (Mr. Davis estimates mid-September or October). Meanwhile task forces will be at work digging out grist for the Senatorial mill. And at the same time, the FCC will be undertaking its network rules inquiry with the $80,000 fund earmarked for that purpose.

Mr. Davis wants to activate the allocations project with an *ad hoc* committee of engineers whose services would be donated now. Announcement of this phase may come this week. The quest is for a plan of reallocation of the spectrum to create more vhf space and at the same time avoid serious and costly dislocations. Such a plan gives promise, but there's no assurance that it can be accomplished.

The *ad hoc* committee approach, however, does seem sound. It worked before—in color. But time is the important element. The uhf problem is immediate in intermixed areas. A determination must be reached quickly as to whether uhf and vhf together will constitute the television spectrum or whether sufficient assignments can be evolved in an enlarged vhf band to accommodate immediate requirements. If the burden, for the foreseeable future, will be upon vhf, then not only the Davis approach but the more elaborate and detailed plan of Comr. Robert E. Lee should be pursued with unrelenting vigor.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*". . . wildest pitcher in any league!"*

Beyond the allocations phase, it would behoove the Magnuson Committee to tread cautiously. Chairman Magnuson told the NARTB convention last month that his committee did not seek a punitive inquiry and that it wasn't looking for a "whipping boy." The scope and extent of Mr. Davis' outline, however, could easily result in precisely that which the Chairman asserts he wants to avoid.

Congress certainly should move warily in tampering with a system of television that provides the best service in the world, and which the public obviously regards as essential in our way of life. [Editor's note: A court in California has just held that a television set is a "necessity" in considering a suit to garnishee the salary of an installment purchaser].

It seems to us that Chairman Magnuson's original notion of allowing the FCC to finish its network rule study while his committee devoted its attention to other non-overlapping phases is sound. And perhaps it can still evolve that way.

It should be clear, however, that there will be no whitewash on the Hill. And there should not be. If "legislative guidance" is needed, now is the time to get it, and from the committee charged with that responsibility. Otherwise, you can expect every committee that can find the excuse to barge into the television act in a revolving investigatory spree that would keep half of the executives in television in Washington for weeks-on-end.

## Play Ball

BASEBALL Comr. Ford Frick has hired a research organization to survey all things baseball. The main approach, it is evident, is to ascertain the effect of radio-tv on baseball attendance in both major and minor leagues.

It's a good thing to undertake an impartial survey. We feel certain an unbiased study will show that without radio-tv play-by-play, baseball today might not be able to lay claim to being the "national pasttime."

But let the facts speak, when ready.

If we may be permitted an aside in a field in which we do not profess to be expert, it's our guess that the reason some of the major league clubs are making such dismal box-office showings can be traced to their dismal showings on the diamond. No amount of broadcasting (for which the broadcaster buys the rights) is going to bring out the fans if the contending teams are lusterless.

Sid Hix

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CASTING

# • *Nighttime Sock in the Daytime*

## . . . on WWJ-TV, of course!

## "HOUR OF SHOWS"

**WITH**

## JOHN CONNOLLY

**12:30 to 1:30 P.M.**

***• Monday through Friday***

**Chalk up another powerful sales-maker** for Michigan's First Television Station!

**"Hour of Shows" presents** two outstanding productions back to back . . . features Dane Clark, Melvyn Douglas, Ann Rutherford, Cesar Romero, Marjorie Reynolds and other headliners. To add still more glamor, the "Hour of Shows" host is matinee idol John Connolly who has sung his way into the hearts of hundreds of thousands of Detroit-area women.

**Here's the quality,** the appeal, the salesmaking sock of nighttime programming at daytime rates. Here's where your Detroit participation budget belongs. For availabilities on "Hour of Shows," phone, wire or write your nearest Hollingbery office or WWJ-TV direct.

*In Detroit . . . You Sell More on channel* **4** **WWJ-TV**

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